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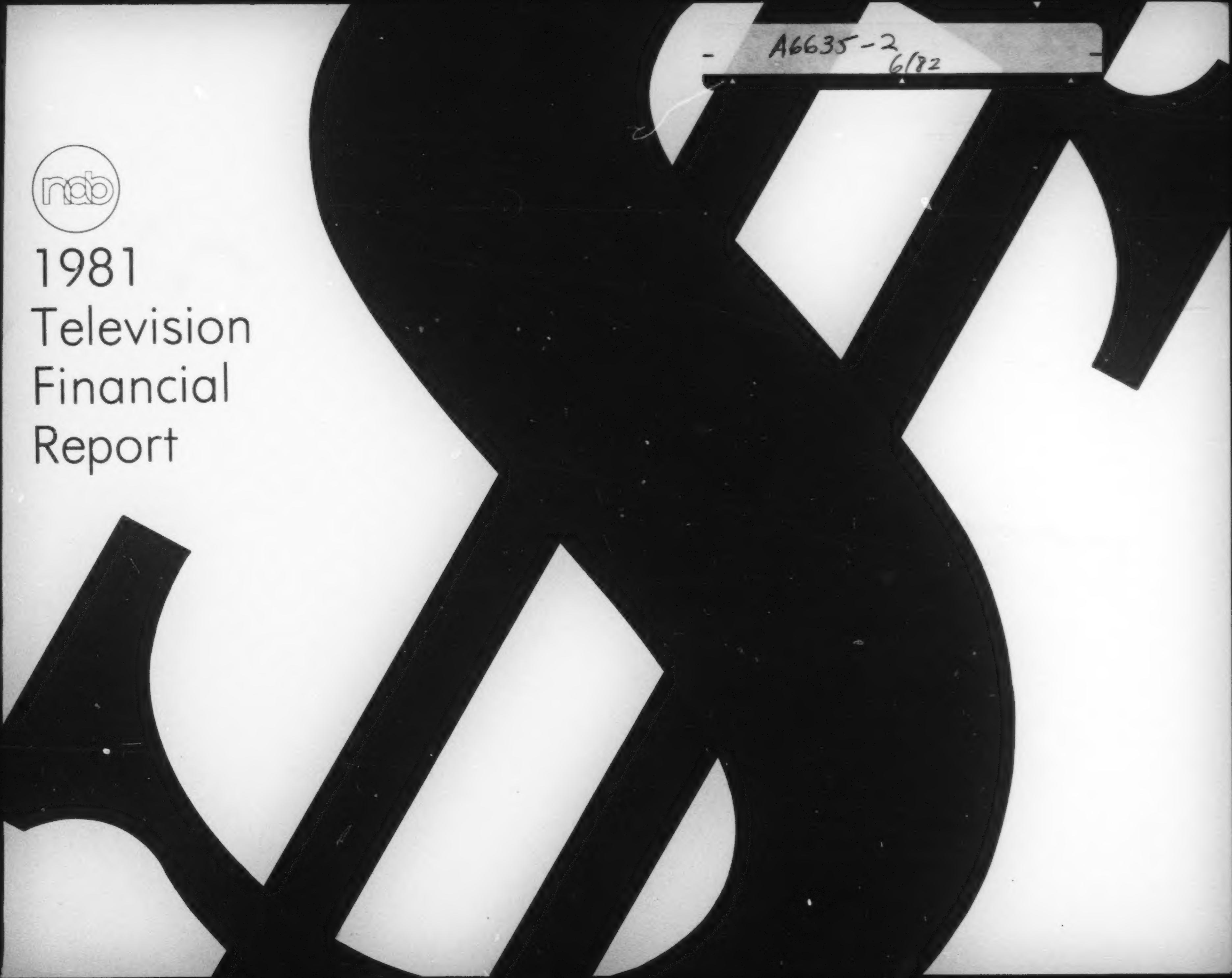
1981
Television
Financial
Report



INTRODUCTION

This report presents statistical information on revenues, expenses and profit margins of television stations for the year 1980. Its primary purpose is to assist station management in evaluating its performance by providing financial yardsticks developed from similar operations.

Part I is a nationwide summary of the typical television station in the industry as a whole. The summary data is a good indicator of national trends from one year to the next. The information is too broad to be considered a yardstick for individual stations.

Part II provides financial yardsticks. The various station groupings are arranged first according to market size, then by revenue size. The first table of each grouping contains nationwide data. Before looking at the yardstick tables, please read carefully the explanatory material on page 4. If you have any difficulty in finding and using your yardsticks, let us know. We will give you specific guidance on your problem. Additional information needed to make specialized comparisons will be developed and made available upon request.

Part III contains fulltime employment data by market size. Typical station employment is correlated with total revenues and expenses to provide productivity and efficiency yardsticks.

The statistical information contained in this report is based on questionnaires sent to station management. Excluded from the sample are non-commercial facilities and stations which were not on the air during the entire 1980 calendar year. A more detailed discussion on sample coverage and methodological problems may be found in the Appendix.

All figures in this report are labeled "typical". Statistically, this means that the figures are medians, or the middle figure, after ranking the stations in a particular market-size or revenue-size category on each of the revenue and expense items. Consequently, 50 percent of the stations have a revenue or expense figure which is above, or equal to, the "typical" figure and 50 percent of the stations have a figure which is below, or equal to, the "typical" figure.

The statistical data used for this report was programmed and processed by computer at the direction of **STATION SERVICES** which is solely responsible for the selection and computation of financial yardsticks shown in the tables.

Additional copies of the **1981 Television Financial Report**, are available to NAB members for $10.00 per copy and nonmembers for $30.00 per copy. Please send your request and payment to: Publications Manager, NAB, 1771 N Street, NW, Washington, DC 20036.

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PART I. NATIONWIDE SUMMARY

Part 1 consists of two pages of nationwide revenue and expense data. These figures suggest financial trends of the typical, or median, station in the industry. It is presented as general information and is too broad to be used as a yardstick for individual stations.

1980 TELEVISION HIGHLIGHTS

....Nationwide, the typical TV station reported gross time sales of $4,962,500 and net revenues of $4,343,200. Offset against operating expenses of $3,397,300, the typical station showed a profit before taxes of $945,900, or a 21.8% profit margin.

....By a slim margin local advertising provided the primary source of revenues-46¢ of every sale dollar. National/regional spot sales accountd for 45¢, and the remaining 9¢ came from network compensation.

....The typical station's expense dollar was divided as follows: 38¢ for general and administrative, 36¢ for programming, 15¢ for selling and 11¢ for technical.

....Station payroll totaled $1 287,200 in 1980. The payroll dollar was distributed as follows: 44¢ to programming, 23¢ to selling, 18¢ to technical and 15¢ to general and administrative. Last year the typical station had a fulltime staff of 71 people.

....Revenues set aside for depreciation and amortization came to $309,000, or a cash reserve of 7.1% of net revenues.

....Typical film and tape rental costs continued to climb, totalling $311,900 for the typical station, or 25.8% of all programming expenditures.

1981 ESTIMATED TELEVISION REVENUES

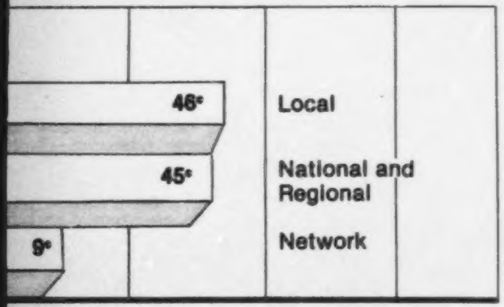
....The typical TV broadcaster is forecasting a 13% increase in net revenues, a growth rate in line with professional prognosticators..

TABLE 1 — REVENUE AND EXPENSE OF THE TYPICAL TELEVISION STATION, NATIONWIDE, IN 1980

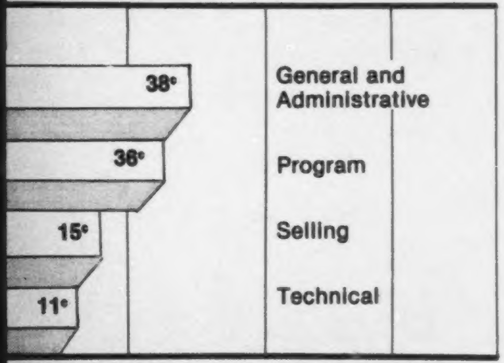
Revenue and Expense Items	All Stations Typical Dollar Figures	 Typical Percent Figures
PROFIT MARGIN (before tax)		21.78%
TOTAL TIME SALES	$ 4,962,500	100.0%
From:		
Networks	456,600	9.2%
National & Regional	2,218,200	44.7%
Local Advertising	2,287,700	46.1%
TOTAL BROADCAST REVENUE[a]	$ 4,343,200	
Non Broadcast Revenue	101,300	
Trade-outs & Barter	97,000	
TOTAL BROADCAST EXPENSE	$ 3,397,300	100.0%
From:		
Technical	383,900	11.3%
Program	1,209,400	35.6%
Selling[b]	496,000	14.6%
General and Administrative	1,308,000	38.5%
SELECTED EXPENSE ITEMS		
TOTAL SALARIES[c]	$ 1,287,200	100.0%
From:		
Technical	234,300	18.2%
Program	558,600	43.4%
Selling	298,600	23.2%
General and Administrative	195,700	15.2%
Cost of Outside News Service	$ 27,900	
Music License Fees	$ 72,400	
Depreciation & Amortization	$ 309,000	
Interest	$ 14,700	
Film & Tape Rental Expense	$ 311,900	
PROFIT (Before Federal income tax)	$ 945,900	

[a] Time Sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives and brokers.
[b] Includes all promotion; excludes agency and rep. commissions.
[c] Includes salaries, wages, bonuses, and commissions.

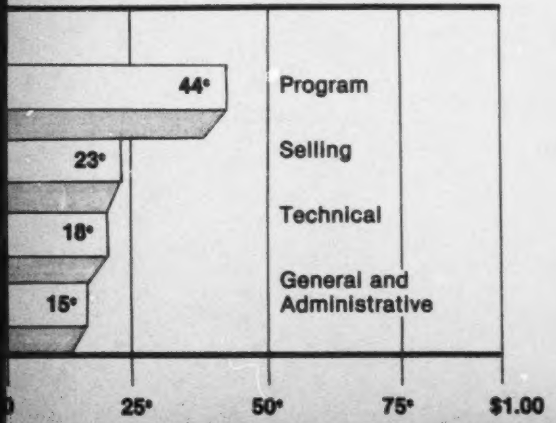
Where does the typical station's time sales dollar come from?



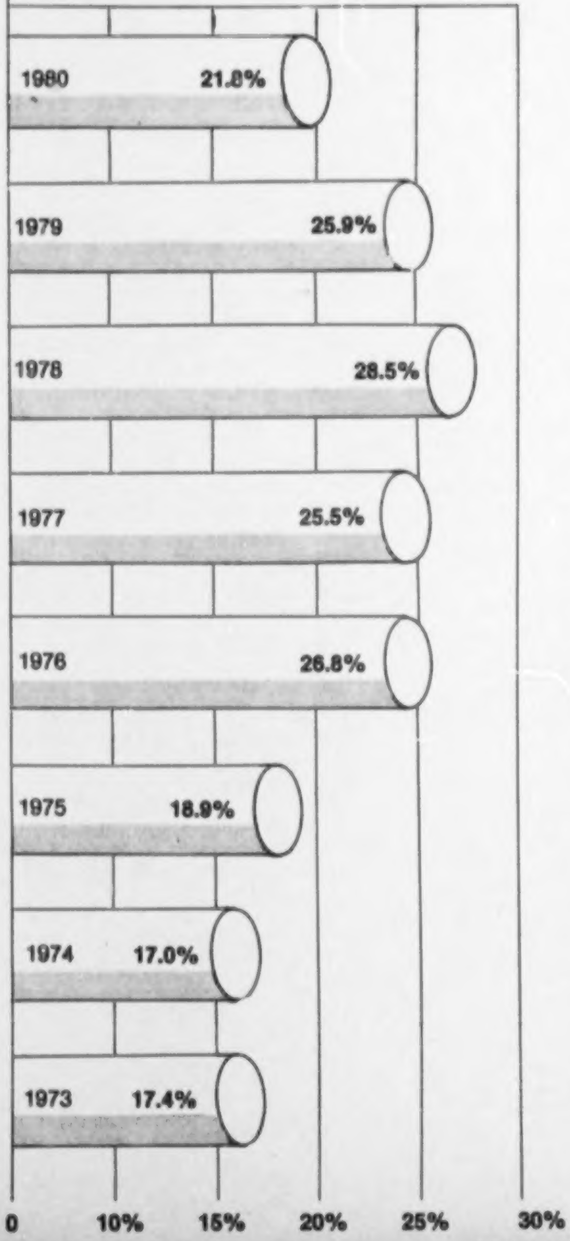
Where does the typical station's expense dollar go?



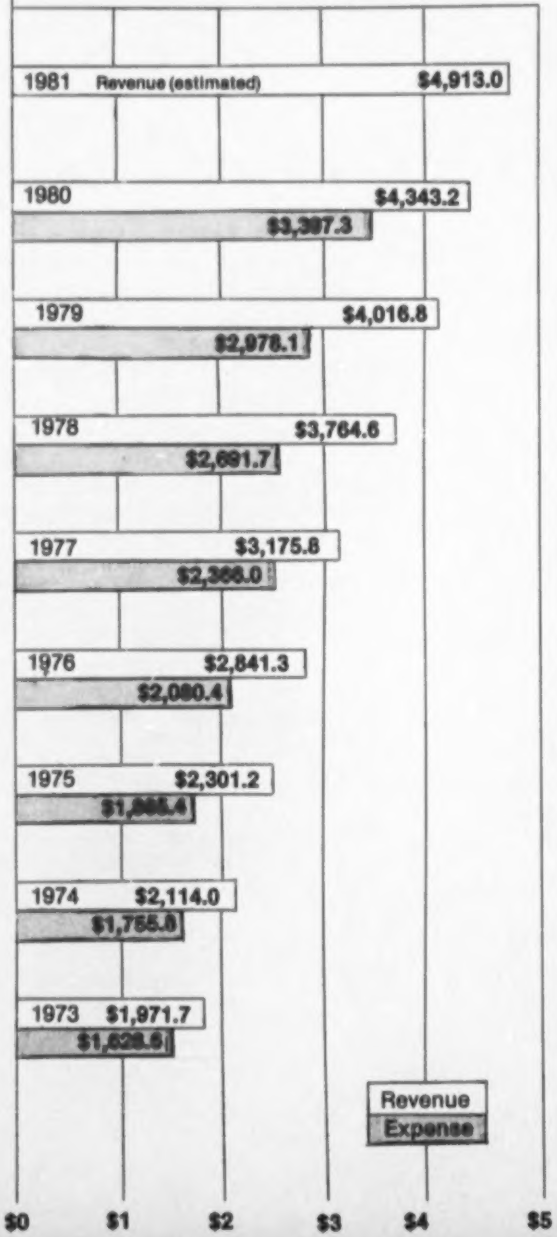
Where does the typical station's salary dollar go?



Nationwide trend in profit margin of typical TV station



Nationwide trend in revenues and expenses of typical TV station (in millions of dollars)



PART II. FINANCIAL YARDSTICKS

How to Find Your Revenue and Expense Yardsticks

1. Table of Contents . . . In the table of contents on page 1 you will find a listing of market-size and revenue-size yardstick tables by station grouping. Each table provides yardstick figures for (1) all stations in the sub-groupings, and (2) those stations which reported a profit in 1980.

2. Market-Size Yardsticks . . . Each station grouping is first arranged in market-size categories, the number and definition varying according to universe and reporting sample. The market size definitions are based on the latest Arbitron Area of Dominant Influence rankings as reported in the Arbitron 1980-1981 Television Markets and Rankings Guide. An alphabetical listing by grouped market sizes is shown on page 79.

These are the most refined yardsticks in the report. They provide broadcasters with the most precise yardsticks against which to evaluate their own operation.

3. Revenue-Size Yardsticks . . . The second section of each station grouping contains revenue-size tables. Your revenue size is determined, as in prior NAB surveys, solely by your total broadcast revenue reported in 1980. As with market-size categories, the number and definition of revenue-size categories will vary among station groupings.

How to Use Your Revenue and Expense Yardsticks

At the end of each yardstick table there are blank columns headed "Your Station" in which you may enter your figures. Do not overlook the dollar comparisons. They are at least as important as the percent comparisons. Also be sure to evaluate your results against the middle 50 percent figures as well as the typical figures, since it should not be anticipated that any one station will be perfectly in line with the typical figures. If your station lost money in 1980 or only made a small profit, you might want to use the yardstick figures for profit-only stations as goals for the next fiscal year.

If one or more of your revenue or expense figures are unfavorably out of line with the yardsticks, this does NOT mean that you are necessarily running an inefficient operation, and that the figures which are substantially out of line must be corrected. But it does mean that you should be able to explain WHY it is necessary for that particular figure to deviate from the yardstick. If the explanation is sound, forf both the short and long run, you may not want to consider any changes.

The explanation is what is significant — not just the fact that a particular revenue or expense figure is out of line with that in comparably situated stations.

TABLE 2 **REVENUE AND EXPENSE YARDSTICKS** **MARKET SIZE 1 (ADI 1-10)**

REVENUE AND EXPENSE ITEMS	ALL STATIONS (39)			PROFIT—ONLY STATIONS (33)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		25.73%	5.86%-36.09%		31.13%	14.97%-38.42%		____%
2. TOTAL TIME SALES	$ 28,809,600	100.0%	$ 9,851,500-$ 41,709,700	29,558,700	100.0%	$ 13,394,900- $43,391,200	________	100.0%
From:								
3. Network Compensation	0	0.0%	0- 1,293,500	0	0.0%	0- 1,655,000	________	____
4. National & Regional Advertisers	17,804,300	61.8%	3,416,300- 21,401,500	17,321,400	58.6%	8,690,700- 24,273,300	________	____
5. Local Advertisers	11,005,300	38.2%	3,538,400- 17,213,400	12,237,300	41.4%	5,119,400- 17,433,400	________	____
6. TOTAL BROADCAST REVENUE[b]	$ 23,664,600		$ 8,496,600-$ 34,967,400	$ 24,677,000		$ 10,928,300- $36,106,600	________	
7. Non Broadcast Revenue	146,600		58,800- 474,700	141,700		53,200- 520,100	________	
8. Trade-outs & Barter	416,400		244,100- 760,500	418,200		235,900- 836,300	________	
9. TOTAL BROADCAST EXPENSE	$ 17,575,700	100.0%	$ 7,345,700-$ 25,635,400	$ 16,995,000	100.0%	$ 9,105,400- $26,465,200	________	100.0%
From:								
10. Technical	1,616,900	9.2%	748,200- 2,524,200	1,733,500	10.2%	968,200- 2,720,500	________	____
11. Program	8,770,300	49.9%	2,984,000- 13,716,200	8,803,400	51.8%	4,202,300- 14,748,200	________	____
12. Selling[c]	2,337,600	13.3%	1,145,700- 2,818,300	2,107,400	12.4%	1,338,700- 2,894,700	________	____
13. General & Administrative	4,850,900	27.6%	2,335,000- 5,442,500	4,350,700	25.6%	2,424,800- 5,633,100	________	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 5,313,100	100.0%	$ 1,693,400-$ 7,013,900	$ 5,710,300	100.0%	$ 2,117,300- $ 8,347,800	________	100.0%
From:								
15. Technical	1,296,400	24.4%	492,900- 1,851,100	1,558,900	27.3%	613,500- 2,181,100	________	____
16. Program	2,444,000	46.0%	418,200- 3,976,900	2,586,800	45.3%	521,300- 4,236,700	________	____
17. Selling	993,600	18.7%	407,700- 1,015,800	959,300	16.8%	482,000- 1,036,600	________	____
18. General & Administrative	579,100	10.9%	275,900- 696,200	605,300	10.6%	374,900- 853,800	________	____
19. Cost of Outside News Service	$ 116,800		$ 9,000-$ 242,100	$ 151,100		$ 22,000- $ 258,4000	________	
20. Music License Fees	$ 359,000		$ 90,600-$ 559,000	$ 408,000		$ 148,900- $ 568,400	________	
21. Depreciation & Amortization	$ 661,300		$ 282,200-$ 956,800	$ 626,300		$ 249,800- $ 914,700	________	
22. Interest	$ 15,800		$ 0-$ 404,800	$ 0		$ 0- $ 335,800	________	
23. Film & Tape Rental Expense	$ 3,040,000		$ 1,059,100-$ 4,980,300	$ 3,137,700		$ 1,224,600- $ 5,176,100	________	
24. PROFIT (Before Federal income tax)	$ 6,088,900		$ 241,900-$ 11,517,100	$ 7,682,000		$ 2,148,200 $13,828,300	________	
25. FULLTIME EMPLOYMENT	158		70- 238	193		81- 267	________	

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 3 REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 2 (ADI 11-20)

REVENUE AND EXPENSE ITEMS	*ALL STATIONS (32)*			*PROFIT—ONLY STATIONS (29)*			*YOUR STATION*	
Line No.	*Typical Dollar Figures Col. 1*	*Typical Percent Figures Col. 2*	*Middle 50% Range Col. 3*	*Typical Dollar Figures Col. 4*	*Typical Percent Figures Col. 5*	*Middle 50% Range Col. 6*	*Dollar Figures Col. 7*	*Percent Figures Col. 8*
1. PROFIT MARGIN[a]		35.99%	21.26%-44.82%		38.03%	26.62%- 45.98%		____%
2. TOTAL TIME SALES	$ 20,334,100	100.0%	$ 11,548,700-$ 24,122,200	$ 20,951,800	100.0%	$ 15,397,000- $25,622,800	____	100.0%
From:								
3. Network Compensation	874,400	4.3%	7,700- 1,204,600	900,900	4.3%	19,300- 1,223,700	____	____
4. National & Regional Advertisers	11,956,400	58.8%	7,678,500- 12,517,600	11,418,700	54.5%	8,854,500- 12,770,900	____	____
5. Local Advertisers	7,503,300	36.9%	4,322,100- 10,817,000	8,632,200	41.2%	5,377,700- 11,652,600	____	____
6. TOTAL BROADCAST REVENUE[b]	$ 16,714,600		$ 9,816,700-$ 20,404,000	$ 17,626,900		$ 13,843,400- $21,844,000	____	
7. Non Broadcast Revenue	221,100		115,400- 585,200	237,100		115,400- 666,000	____	
8. Trade-outs & Barter	301,300		139,500- 482,200	318,100		139,500- 482,200	____	
9. TOTAL BROADCAST EXPENSE	$ 10,699,000	100.0%	$ 7,343,600-$ 12,748,400	$ 10,923,400	100.0%	$ 7,690,000- $12,776,600	____	100.0%
From:								
10. Technical	1,080,600	10.1%	662,500- 1,450,300	1,103,300	10.1%	737,500- 1,478,300	____	____
11. Program	5,392,300	50.4%	3,605,600- 6,186,100	5,319,700	48.7%	3,817,800- 6,377,500	____	____
12. Selling[c]	1,433,700	13.4%	1,015,800- 1,851,300	1,485,600	13.6%	1,062,500- 1,860,400	____	____
13. General & Administrative	2,792,400	26.1%	1,485,400- 3,483,100	3,014,800	27.6%	1,605,600- 3,560,900	____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 3,926,500	100.0%	$ 1,969,900-$ 4,656,700	$ 3,802,400	100.0%	$ 2,365,500- $ 4,875,500	____	100.0%
From:								
15. Technical	789,200	20.1%	365,100- 1,089,000	733,900	19.3%	438,800- 1,192,800	____	____
16. Program	2,100,700	53.5%	624,600- 2,404,500	2,068,500	54.4%	848,300- 2,483,900	____	____
17. Selling	671,400	17.1%	435,200- 726,100	604,600	15.9%	478,500- 746,500	____	____
18. General & Administrative	365,200	9.3%	234,100- 571,900	395,400	10.4%	261,800- 583,500	____	____
19. Cost of Outside News Service	$ 70,000		$ 29,100-$ 120,300	$ 75,900		$ 56,600- $ 125,000	____	
20. Music License Fees	$ 253,400		$ 148,200-$ 338,600	$ 290,600		$ 175,200- $ 340,600	____	
21. Depreciation & Amortization	$ 602,400		$ 484,800-$ 753,700	$ 601,900		$ 484,800- $ 753,700	____	
22. Interest	$ 0		$ 0-$ 102,500	$ 0		$ 0- $ 98,200	____	
23. Film & Tape Rental Expense	$ 1,717,700		$ 1,187,600-$ 2,474,100	$ 1,727,000		$ 1,232,600- $ 2,436,500	____	
24. PROFIT (Before Federal income tax)	$ 6,015,600		$ 2,674,200-$ 9,282,700	$ 6,703,500		$ 3,022,400- $10,224,000	____	
25. FULLTIME EMPLOYMENT	141		82- 180	155		98- 183	____	

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 4 **REVENUE AND EXPENSE YARDSTICKS** **MARKET SIZE 3 (ADI 21-30)**

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS (29) Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3	PROFIT—ONLY STATIONS (24) Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6	YOUR STATION Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		30.56%	15.79%-36.51%		31.79%	22.62%- 38.09%		%
2. TOTAL TIME SALES	$ 14,359,400	100.0%	$ 10,610,500-$ 15,958,500	$ 14,443,500	100.0%	$ 12,403,700- $16,456,600		100.0%
From:								
3. Network Compensation	962,100	6.7%	374,500- 1,083,500	924,400	6.4%	765,400- 1,083,500		
4. National & Regional Advertisers	7,352,000	51.2%	5,284,500- 8,614,000	7,568,400	52.4%	6,123,700- 8,667,400		
5. Local Advertisers	6,045,300	42.1%	4,607,100- 6,665,300	5,950,700	41.2%	5,088,500- 6,786,200		
6. TOTAL BROADCAST REVENUE[b]	$ 12,245,900		$ 9,271,000-$ 13,799,400	$ 12,475,500		$ 10,493,300- $14,442,200		
7. Non Broadcast Revenue	195,500		122,300- 363,900	205,800		139,600- 333,100		
8. Trade-outs & Barter	209,300		111,600- 286,000	199,600		103,800- 289,500		
9. TOTAL BROADCAST EXPENSE	$ 8,503,600	100.0%	$ 7,453,000-$ 9,799,000	$ 8,509,500	100.0%	$ 7,519,000- $ 9,508,600		100.0%
From:								
10. Technical	850,300	10.0%	678,900- 1,032,800	868,000	10.2%	691,500- 1,065,100		
11. Program	3,741,600	44.0%	3,066,600- 4,313,500	3,829,300	45.0%	3,344,900- 4,313,500		
12. Selling[c]	1,139,500	13.4%	876,300- 1,287,000	1,114,700	13.1%	909,800- 1,317,400		
13. General & Administrative	2,772,200	32.6%	1,991,900- 3,147,000	2,697,500	31.7%	2,089,800- 2,912,500		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 2,969,500	100.0%	$ 2,100,500-$ 3,582,300	$ 3,159,600	100.0%	$ 2,168,500- $ 3,863,700		100.0%
From:								
15. Technical	644,400	21.7%	445,500- 796,400	733,000	23.2%	532,700- 821,900		
16. Program	1,496,600	50.4%	897,600- 1,712,700	1,579,800	50.0%	943,800- 1,838,500		
17. Selling	558,300	18.8%	411,900- 600,500	571,900	18.1%	511,100- 600,500		
18. General & Administrative	270,200	9.1%	215,500- 364,100	274,900	8.7%	234,400- 364,100		
19. Cost of Outside News Service	$ 76,500		$ 54,900$ 94,700	$ 80,000		$ 73,200- $ 96,000		
20. Music License Fees	$ 189,400		$ 146,900-$ 245,400	$ 203,700		$ 163,500- $ 260,100		
21. Depreciation & Amortization	$ 503,400		$ 415,500-$ 683,700	$ 501,400		$ 433,500- $ 580,100		
22. Interest	$ 2,200		$ 0-$ 257,700	$ 0		$ 0- $ 215,200		
23. Film & Tape Rental Expense	$ 1,284,100		$ 927,500-$ 1,617,200	$ 1,320,900		$ 978,100- $ 1,617,200		
24. PROFIT (Before Federal income tax)	$ 3,742,300		$ 1,225,100-$ 4,993,100	$ 3,966,000		$ 2,281,900- $ 5,356,000		
25. FULLTIME EMPLOYMENT	112		94- 146	122		102- 149		

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 5 REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 4 (ADI 31-40)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (36)			PROFIT—ONLY STATIONS (30)			YOUR STATION	
Line No.	Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3	Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6	Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		33.27%	5.09%-38.48%		35.26%	26.70%- 40.81%		____%
2. TOTAL TIME SALES	$ 11,420,200	100.0%	$ 6,246,700-$ 13,777,800	$ 12,298,100	100.0%	$ 8,625,000- $13,842,600	________	100.0%
From:								
3. Network Compensation	753,700	6.6%	136,700- 1,021,800	811,700	6.6%	368,300- 1,089,000	________	____
4. National & Regional Advertisers	5,972,800	52.3%	3,198,900- 6,981,500	6,751,600	54.9%	4,373,200- 7,858,400	________	____
5. Local Advertisers	4,693,700	41.1%	1,974,500- 6,323,600	4,734,800	38.5%	2,446,600- 6,394,200	________	____
6. TOTAL BROADCAST REVENUE[b]	$ 9,674,900		$ 5,371,400-$ 11,658,200	$ 10,618,100		$ 7,345,600- $11,758,200	________	
7. Non Broadcast Revenue	166,600		78,700- 316,900	210,700		85,200- 333,900	________	
8. Trade-outs & Barter	196,000		134,900- 288,200	181,000		122,800- 298,400	________	
9. TOTAL BROADCAST EXPENSE	$ 6,456,100	100.0%	$ 4,449,400-$ 8,195,200	$ 6,874,200	100.0%	$ 4,632,700- $ 8,292,300	________	100.0%
From:								
10. Technical	658,500	10.2%	412,000- 766,000	680,500	9.9%	432,700- 794,300	________	____
11. Program	2,769,700	42.9%	1,750,400- 3,469,600	3,045,300	44.3%	2,066,100- 3,737,800	________	____
12. Selling[c]	884,500	13.7%	594,800- 1,038,200	941,800	13.7%	619,600- 1,064,700	________	____
13. General & Administrative	2,143,400	33.2%	1,627,300- 2,754,900	2,206,600	32.1%	1,665,700- 2,754,900	________	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 2,014,300	100.0%	$ 1,681,300-$ 2,631,200	$ 2,232,700	100.0%	$ 1,832,600- $ 2,906,900	________	100.0%
From:								
15. Technical	433,100	21.5%	238,900- 572,000	466,600	20.9%	270,800- 605,500	________	____
16. Program	914,500	45.4%	427,000- 1,351,600	1,044,900	46.8%	734,700- 1,416,500	________	____
17. Selling	394,800	19.6%	297,500- 540,900	430,900	19.3%	321,100- 565,900	________	____
18. General & Administrative	271,900	13.5%	191,400- 376,300	290,300	13.0%	191,700- 416,300	________	____
19. Cost of Outside News Service	$ 61,100		$ 40,400-$ 69,900	$ 61,100		$ 43,100- $ 75,300	________	
20. Music License Fees	$ 159,800		$ 101,000-$ 208,600	$ 180,800		$ 113,200- $ 212,500	________	
21. Depreciation & Amortization	$ 453,600		$ 270,100-$ 617,200	$ 453,600		$ 248,600- $ 600,400	________	
22. Interest	$ 17,900		$ 0-$ 234,000	$ 3,400		$ 0- $ 157,300	________	
23. Film & Tape Rental Expense	$ 819,800		$ 660,100-$ 1,034,200	$ 819,800		$ 660,100- $ 1,113,200	________	
24. PROFIT (Before Federal income tax)	$ 3,218,800		$ 157,000-$ 4,558,800	$ 3,743,900		$ 2,420,000- $ 4,772,700	________	
25. FULLTIME EMPLOYMENT	108		82- 121	108		94- 129	________	

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 6 REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 5 (ADI 41-50)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (32)			PROFIT—ONLY STATIONS (25)			YOUR STATION	
Line No.	Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3	Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6	Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		13.97%	0.96%-37.19%		25.95%	10.09%- 39.14%		___%
2. TOTAL TIME SALES	$ 8,146,300	100.0%	$ 3,745,800-$ 11,228,200	$ 9,357,300	100.0%	$ 5,951,500- $11,728,300	________	100.0%
From:								
3. Network Compensation	659,900	8.1%	290,200- 1,174,200	683,100	7.3%	443,400- 1,372,700	________	____
4. National & Regional Advertisers	3,152,600	38.7%	1,606,700- 5,530,100	3,565,100	38.1%	2,135,400- 5,706,500	________	____
5. Local Advertisers	4,333,800	53.2%	1,539,400- 4,932,700	5,109,100	54.6%	2,765,600- 5,595,600	________	____
6. TOTAL BROADCAST REVENUE[b]	$ 7,298,400		$ 3,234,500-$ 9,975,300	$ 8,121,500		$ 5,045,500- $10,885,200	________	
7. Non Broadcast Revenue	106,200		36,000- 248,000	131,900		63,100- 329,500	________	
8. Trade-outs & Barter	173,200		98,200- 294,100	196,300		98,200- 328,400	________	
9. TOTAL BROADCAST EXPENSE	$ 6,278,800	100.0%	$ 3,110,300-$ 7,301,400	$ 6,014,000	100.0%	$ 4,000,400- $ 7,359,100	________	100.0%
From:								
10. Technical	621,600	9.9%	339,900- 751,900	613,400	10.2%	386,500- 787,100	________	____
11. Program	2,524,100	40.2%	1,205,300- 3,151,500	2,417,700	40.2%	1,621,200- 3,293,400	________	____
12. Selling[c]	1,010,900	16.1%	501,800- 913,900	956,200	15.9%	523,700- 935,400	________	____
13. General & Administrative	2,122,200	33.8%	981,300- 2,506,900	2,026,700	33.7%	1,362,800- 2,563,100	________	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 2,328,800	100.0%	$ 857,000-$ 2,481,700	$ 2,286,500	100.0%	$ 1,226,500- $ 3,002,300	________	100.0%
From:								
15. Technical	428,500	18.4%	189,000- 484,800	457,300	20.0%	229,300- 548,900	________	____
16. Program	1,075,900	46.2%	402,500- 1,275,500	1,040,400	45.5%	579,900- 1,376,700	________	____
17. Selling	558,900	24.0%	233,800- 477,800	523,600	22.9%	339,400- 501,500	________	____
18. General & Administrative	265,500	11.4%	122,600- 367,300	265,200	11.6%	147,800- 446,200	________	____
19. Cost of Outside News Service	$ 46,500		$ 28,700-$ 66,400	$ 53,000		$ 31,400- $ 69,300	________	
20. Music License Fees	$ 124,100		$ 57,000-$ 169,300	$ 152,000		$ 79,000- $ 171,500	________	
21. Depreciation & Amortization	$ 342,300		$ 244,400-$ 631,800	$ 367,900		$ 244,400- $ 717,000	________	
22. Interest	$ 21,800		$ 0-$ 212,200	$ 17,600		$ 0- $ 130,500	________	
23. Film & Tape Rental Expense	$ 652,700		$ 415,900-$ 759,600	$ 665,600		$ 438,900- $ 740,200	________	
24. PROFIT (Before Federal income tax)	$ 1,019,600		$ 37,800-$ 2,802,700	$ 2,107,500		$ 575,700- $ 3,162,900	________	
25. FULLTIME EMPLOYMENT	94		55- 122	102		72- 130	________	

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 7 **REVENUE AND EXPENSE YARDSTICKS** **MARKET SIZE 6 (ADI 51-60)**

REVENUE AND EXPENSE ITEMS	*ALL STATIONS (22)*			*PROFIT—ONLY STATIONS (22)*			*YOUR STATION*	
Line No.	*Typical Dollar Figures* *Col. 1*	*Typical Percent Figures* *Col. 2*	*Middle 50% Range* *Col. 3*	*Typical Dollar Figures* *Col. 4*	*Typical Percent Figures* *Col. 5*	*Middle 50% Range* *Col. 6*	*Dollar Figures* *Col. 7*	*Percent Figures* *Col. 8*
1. PROFIT MARGIN[a]		30.65%	22.02%-44.21.%					____%
2. TOTAL TIME SALES	$ 8,025,900	100.0%	$ 6,077,100-$ 8,968,500					100.0%
From:								
3. Network Compensation	626,000	7.8%	515,000- 740,600					
4. National & Regional Advertisers	3,346,800	41.7%	2,418,000- 3,900,100					
5. Local Advertisers	4,053,100	50.5%	3,149,500- 4,451,500					
6. TOTAL BROADCAST REVENUE[b]	$ 6,942,400		$ 5,212,100-$ 7,572,600					
7. Non Broadcast Revenue	172,100		121,700- 278,600					
8. Trade-outs & Barter	80,800		65,800- 236,200					
9. TOTAL BROADCAST EXPENSE	$ 4,814,600	100.0%	$ 3,648,900-$ 4,876,800					100.0%
From:								
10. Technical	462,200	9.6%	322,300- 492,900					
11. Program	1,993,300	41.4%	1,407,300- 2,116,100					
12. Selling[c]	669,200	13.9%	480,000- 731,700					
13. General & Administrative	1,689,900	35.1%	1,231,600- 1,770,800		**SAME AS ALL STATIONS**			
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 1,837,300	100.0%	$ 1,375,400-$ 1,901,800					100.0%
From:								
15. Technical	332,600	18.1%	212,100- 334,300					
16. Program	892,900	48.6%	573,200- 968,600					
17. Selling	385,800	21.0%	297,300- 448,100					
18. General & Administrative	226,000	12.3%	166,600- 269,700					
19. Cost of Outside News Service	$ 41,400		$ 31,200-$ 52,800					
20. Music License Fees	$ 106,400		$ 86,000-$ 124,200					
21. Depreciation & Amortization	$ 296,800		$ 265,700-$ 425,500					
22. Interest	$ 1,900		$ 0-$ 94,100					
23. Film & Tape Rental Expense	$ 571,400		$ 345,500-$ 635,700					
24. PROFIT (Before Federal income tax)	$ 2,127,800		$ 976,800-$ 3,175,500					
25. FULLTIME EMPLOYMENT	89		79- 104					

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 8 REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 7 (ADI 61-75)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (34)			PROFIT—ONLY STATIONS (29)			YOUR STATION	
Line No.	Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3	Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6	Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		26.47%	18.21%-33.22%		28.84%	21.81%- 33.43%		____%
2. TOTAL TIME SALES	$ 5,899,800	100.0%	$ 5,050,700-$ 7,228,500	$ 5,800,800	100.0%	$ 5,050,700- $ 7,629,800		100.0%
From:								
3. Network Compensation	525,100	8.9%	418,900- 766,300	539,500	9.3%	425,900- 833,600		
4. National & Regional Advertisers	2,802,400	47.5%	2,263,900- 3,407,200	2,633,500	45.4%	2,263,900- 3,407,200		
5. Local Advertisers	2,572,300	43.6%	1,948,100- 3,315,500	2,627,600	45.3%	1,972,900- 3,315,500		
6. TOTAL BROADCAST REVENUE[b]	$ 5,005,300		$ 4,297,200-$ 6,207,200	$ 4,969,900		$ 4,297,200- $ 6,645,100		
7. Non Broadcast Revenue	98,100		48,800- 139,300	102,100		58,600- 148,600		
8. Trade-outs & Barter	69,500		52,400- 133,500	64,500		52,400- 99,000		
9. TOTAL BROADCAST EXPENSE	$ 3,680,400	100.0%	$ 3,057,400-$ 4,979,100	$ 3,536,600	100.0%	$ 3,057,400- $ 4,689,200		100.0%
From:								
10. Technical	393,800	10.7%	364,300- 583,500	396,100	11.2%	364,300- 583,500		
11. Program	1,545,800	42.0%	1,278,500- 1,890,800	1,453,500	41.1%	1,278,500- 1,866,900		
12. Selling[c]	500,500	13.6%	409,700- 632,600	498,700	14.1%	454,200- 659,800		
13. General & Administrative	1,240,300	33.7%	1,031,400- 1,685,700	1,188,300	33.6%	1,031,400- 1,566,500		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 1,473,600	100.0%	$ 1,208,000-$ 1,959,200	$ 1,458,800	100.0%	$ 1,306,800- $ 1,959,200		100.0%
From:								
15. Technical	278,500	18.9%	193,300- 383,000	267,000	18.3%	193,300- 383,000		
16. Program	722,100	49.0%	536,500- 912,900	710,400	48.7%	555,100- 911,400		
17. Selling	296,200	20.1%	269,400- 388,500	296,100	20.3%	271,900- 397,700		
18. General & Administrative	176,800	12.0%	136,900- 234,100	185,300	12.7%	136,900- 234,100		
19. Cost of Outside News Service	$ 32,100		$ 24,600-$ 47,800	$ 32,500		$ 26,300- $ 47,800		
20. Music License Fees	$ 86,400		$ 76,100-$ 119,800	$ 86,700		$ 79,200- $ 117,500		
21. Depreciation & Amortization	$ 354,000		$ 240,200-$ 498,400	$ 346,400		$ 240,200- $ 438,100		
22. Interest	$ 0		$ 0-$ 14,800	$ 0		$ 0- $ 900		
23. Film & Tape Rental Expense	$ 383,000		$ 277,500-$ 563,700	$ 338,600		$ 277,500- $ 535,500		
24. PROFIT (Before Federal income tax)	$ 1,324,900		$ 720,600-$ 1,978,200	$ 1,433,300		$ 897,500- $ 2,009,200		
25. FULLTIME EMPLOYMENT	82		68- 98	82		69- 100		

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[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 9 **REVENUE AND EXPENSE YARDSTICKS** **MARKET SIZE 8 (ADI 76-100)**

REVENUE AND EXPENSE ITEMS	ALL STATIONS (49)			PROFIT—ONLY STATIONS (43)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		18.17%	9.31%-27.27%		18.59%	12.35%- 27.83%		____%
2. TOTAL TIME SALES	$ 4,408,000	100.0%	$ 3,528,300-$ 5,641,300	$ 4,856,900	100.0%	$ 3,767,100- $ 5,722,900	________	100.0%
From:								
3. Network Compensation	401,100	9.1%	300,200- 580,500	442,000	9.1%	328,100- 603,500	________	____
4. National & Regional Advertisers	1,891,000	42.9%	1,295,300- 2,639,100	2,098,200	43.2%	1,427,600- 2,656,300	________	____
5. Local Advertisers	2,115,900	48.0%	1,429,700- 2,616,000	2,316,700	47.7%	1,606,900- 2,664,900	________	____
6. TOTAL BROADCAST REVENUE[b]	$ 3,886,900		$ 3,128,900-$ 4,852,500	$ 4,193,800		$ 3,285,500- $ 4,913,100	________	
7. Non Broadcast Revenue	96,300		57,300- 154,800	101,300		59,100- 148,900	________	
8. Trade-outs & Barter	86,100		50,100- 117,400	82,800		47,200- 112,400	________	
9. TOTAL BROADCAST EXPENSE	$ 3,180,700	100.0%	$ 2,546,300-$ 3,834,600	$ 3,414,200	100.0%	$ 2,604,300- $ 4,009,000	________	100.0%
From:								
10. Technical	375,300	11.8%	267,100- 465,800	396,100	11.6%	292,300- 522,300	________	____
11. Program	1,122,800	35.3%	809,600- 1,224,100	1,225,700	35.9%	923,300- 1,228,500	________	____
12. Selling[c]	470,700	14.8%	335,200- 590,700	512,100	15.0%	371,600- 597,500	________	____
13. General & Administrative	1,211,900	38.1%	922,500- 1,376,000	1,280,300	37.5%	931,300- 1,337,600	________	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 1,272,000	100.0%	$ 963,100-$ 1,451,600	$ 1,375,600	100.0%	$ 1,028,500- $ 1,490,200	________	100.0%
From:								
15. Technical	211,200	16.6%	131,100- 306,300	231,100	16.8%	142,200- 315,600	________	____
16. Program	606,700	47.7%	398,700- 659,500	643,800	46.8%	462,000- 663,000	________	____
17. Selling	269,700	21.2%	186,700- 311,900	295,700	21.5%	209,300- 315,000	________	____
18. General & Administrative	184,400	14.5%	108,300- 283,100	205,000	14.9%	114,900- 285,300	________	____
19. Cost of Outside News Service	$ 24,100		$ 17,400-$ 35,500	$ 25,700		$ 18,300- $ 37,200	________	
20. Music License Fees	$ 65,200		$ 50,700-$ 82,200	$ 66,200		$ 53,700- $ 85,200	________	
21. Depreciation & Amortization	$ 242,700		$ 191,00-$ 322,000	$ 242,700		$ 195,200- $ 323,100	________	
22. Interest	$ 35,200		$ 0-$ 124,400	$ 24,200		$ 0- $ 102,300	________	
23. Film & Tape Rental Expense	$ 216,000		$ 161,600-$ 296,400	$ 216,000		$ 164,000- $ 292,200	________	
24. PROFIT (Before Federal Income tax)	$ 706,200		$ 296,000-$ 1,094,300	$ 779,600		$ 428,000- $ 1,347,800	________	
25. FULLTIME EMPLOYMENT	69		59- 82	71		61- 83	________	

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 10 **REVENUE AND EXPENSE YARDSTICKS** **MARKET SIZE 9 (ADI 101-125)**

REVENUE AND EXPENSE ITEMS	ALL STATIONS (54)			PROFIT—ONLY STATIONS (41)			YOUR STATION	
Line No.	Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3	Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6	Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		21.45%	(0.09%)-31.33%		25.88%	17.38%- 33.56%		____%
2. TOTAL TIME SALES	$ 3,630,800	100.0%	$ 2,738,800-$ 4,619,900	$ 3,996,100	100.0%	$ 3,120,200- $ 4,718,600	________	100.0%
From:								
3. Network Compensation	352,200	9.7%	255,800- 654,200	471,600	11.8%	292,400- 725,200	________	____
4. National & Regional Advertisers	1,408,700	38.8%	987,000- 1,912,400	1,614,400	40.4%	1,154,500- 2,031,900	________	____
5. Local Advertisers	1,869,900	51.5%	1,185,800- 2,083,200	1,910,100	47.8%	1,550,100- 2,129,200	________	____
6. TOTAL BROADCAST REVENUE[b]	$ 3,234,700		$ 2,539,900-$ 4,113,000	$ 3,577,500		$ 2,842,400- $ 4,275,600	________	
7. Non Broadcast Revenue	68,900		38,000- 142,700	82,100		39,100- 146,200	________	
8. Trade-outs & Barter	57,100		31,400- 119,900	49,000		31,400- 118,200	________	
9. TOTAL BROADCAST EXPENSE	$ 2,540,900	100.0%	$ 2,081,000-$ 3,109,700	$ 2,651,600	100.0%	$ 2,167,400- $ 3,109,700	________	100.0%
From:								
10. Technical	269,300	10.6%	203,100- 311,800	278,400	10.5%	211,900- 319,800	________	____
11. Program	924,900	36.4%	679,200- 1,085,900	999,700	37.7%	705,600- 1,100,300	________	____
12. Selling[c]	383,700	,15.1%	270,100- 503,100	397,700	15.0%	276,600- 514,600	________	____
13. General & Administrative	963,000	37.9%	736,500- 1,290,700	975,800	36.8%	741,700- 1,285,300	________	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 922,300	100.0%	$ 758,600-$ 1,225,300	$ 946,400	100.0%	$ 858,000- $ 1,250,300	________	100.0%
From:								
15. Technical	145,700	15.8%	95,700- 180,900	150,500	15.9%	115,400- 182,500	________	____
16. Program	421,500	45.7%	317,800- 534,900	430,600	45.5%	367,200- 541,000	________	____
17. Selling	215,800	23.4%	175,800- 274,100	224,300	23.7%	188,200- 280,400	________	____
18. General & Administrative	139,300	15.1%	107,800- 201,400	141,000	14.9%	121,900- 201,400	________	____
19. Cost of Outside News Service	$ 19,400		$ 11,500-$ 31,500	$ 22,300		$ 15,600- $ 36,800	________	
20. Music License Fees	$ 47,900		$ 36,800-$ 69,000	$ 54,900		$ 40,300- $ 71,300	________	
21. Depreciation & Amortization	$ 291,700		$ 167,700-$ 424,600	$ 261,800		$ 167,100- $ 391,500	________	
22. Interest	$ 21,800		$ 0-$ 135,900	$ 15,200		$ 0- $ 84,900	________	
23. Film & Tape Rental Expense	$ 186,600		$ 129,300-$ 260,000	$ 206,700		$ 142,600- $ 260,000	________	
24. PROFIT (Before Federal income tax)	$ 693,800		$ (1,500)-$ 1,264,600	$ 925,900		$ 474,500- $ 1,353,500	________	
25. FULLTIME EMPLOYMENT	59		45- 73	64		51- 74	________	

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 11 **REVENUE AND EXPENSE YARDSTICKS** **MARKET SIZE 10 (ADI 126-150)**

REVENUE AND EXPENSE ITEMS	ALL STATIONS (41)			PROFIT—ONLY STATIONS (33)			YOUR STATION	
Line No.	Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3	Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6	Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		15.25%	6.49%-23.78%		16.13%	11.67%- 27.43%		____%
2. TOTAL TIME SALES	$ 2,651,200	100.0%	$ 1,671,100-$ 3,393,300	$ 2,741,400	100.0%	$ 2,321,500- $ 3,801,300	________	100.0%
From:								
3. Network Compensation	368,500	13.9%	205,900- 556,800	446,800	16.3%	248,700- 604,900	________	____
4. National & Regional Advertisers	1,116,200	42.1%	621,900- 1,287,000	1,129,500	41.2%	731,300- 1,368,900	________	____
5. Local Advertisers	1,166,500	44.0%	825,500- 1,574,900	1,165,100	42.5%	875,500- 1,649,700	________	____
6. TOTAL BROADCAST REVENUE[b]	$ 2,474,400		$ 1,590,100-$ 3,037,000	$ 2,492,800		$ 2,110,100- $ 3,449,800	________	
7. Non Broadcast Revenue	75,900		44,500- 117,200	79,600		45,800- 119,200	________	
8. Trade-outs & Barter	44,100		30,400- 68,900	44,800		31,300- 63,900	________	
9. TOTAL BROADCAST EXPENSE	$ 2,097,100	100.0%	$ 1,395,700-$ 2,634,900	$ 2,090,700	100.0%	$ 1,518,100- $ 2,634,900	________	100.0%
From:								
10. Technical	237,000	11.3%	169,500- 277,300	234,200	11.2%	169,500- 285,100	________	____
11. Program	677,400	32.3%	395,100- 824,800	675,300	32.3%	433,700- 834,700	________	____
12. Selling[c]	249,500	11.9%	192,900- 365,300	246,700	11.8%	197,500- 378,300	________	____
13. General & Administrative	933,200	44.5%	590,800- 1,206,900	934,500	44.7%	637,200- 1,153,000	________	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 682,400	100.0%	$ 509,800-$ 993,500	$ 808,500	100.0%	$ 598,000- $ 1,019,400	________	100.0%
From:								
15. Technical	131,700	19.3%	89,600- 168,000	152,000	18.8%	105,100- 171,500	________	____
16. Program	280,500	41.1%	201,200- 426,400	355,700	44.0%	217,000- 430,300	________	____
17. Selling	154,900	22.7%	125,500- 206,100	172,200	21.3%	131,500- 210,900	________	____
18. General & Administrative	115,300	16.9%	88,700- 177,000	128,600	15.9%	97,900- 198,700	________	____
19. Cost of Outside News Service	$ 15,500		$ 7,800-$ 21,900	$ 16,000		$ 8,000- $ 21,900	________	
20. Music License Fees	$ 33,700		$ 21,800-$ 54,900	$ 35,300		$ 27,100- $ 55,400	________	
21. Depreciation & Amortization	$ 214,400		$ 120,700-$ 361,500	$ 209,100		$ 120,700- $ 321,600	________	
22. Interest	$ 41,000		$ 700-$ 138,000	$ 21,600		$ 0- $ 94,600	________	
23. Film & Tape Rental Expense	$ 101,700		$ 61,500-$ 140,300	$ 110,800		$ 80,700- $ 146,400	________	
24. PROFIT (Before Federal income tax)	$ 377,300		$ 145,600-$ 727,100	$ 402,100		$ 230,600- $ 810,100	________	
25. FULLTIME EMPLOYMENT	44		37- 60	49		40- 60	________	

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 12 REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 11 (ADI 151-175)

REVENUE AND EXPENSE ITEMS	*ALL STATIONS (27)*			*PROFIT—ONLY STATIONS (23)*			*YOUR STATION*	
Line No.	*Typical Dollar Figures Col. 1*	*Typical Percent Figures Col. 2*	*Middle 50% Range Col. 3*	*Typical Dollar Figures Col. 4*	*Typical Percent Figures Col. 5*	*Middle 50% Range Col. 6*	*Dollar Figures Col. 7*	*Percent Figures Col. 8*
1. PROFIT MARGIN[a]		21.73%	6.89%-29.27%		22.95%	14.23%- 35.49%		___%
2. TOTAL TIME SALES	$ 2,311,000	100.0%	$ 1,564,200-$ 2,862,200	$ 2,457,400	100.0%	$ 1,773,700- $ 2,864,800		100.0%
From:								
3. Network Compensation	374,400	16.2%	204,900- 441,700	410,400	16.7%	317,200- 448,200		
4. National & Regional Advertisers	933,600	40.4%	630,400- 1,153,700	1,032,100	42.0%	722,100- 1,204,800		
5. Local Advertisers	1,003,000	43.4%	634,900- 1,198,800	1,014,900	41.3%	759,500- 1,255,500		
6. TOTAL BROADCAST REVENUE[b]	$ 2,222,400		$ 1,431,400-$ 2,560,700	$ 2,324,500		$ 1,568,200- $ 2,598,100		
7. Non Broadcast Revenue	40,500		24,000- 85,500	40,600		27,400- 108,600		
8. Trade-outs & Barter	41,900		16,900- 54,700	40,500		14,800- 54,000		
9. TOTAL BROADCAST EXPENSE	$ 1,739,500	100.0%	$ 1,275,500-$ 1,927,900	$ 1,791,000	100.0%	$ 1,319,400- $ 2,095,100		100.0%
From:								
10. Technical	200,000	11.5%	142,100- 316,100	202,400	11.3%	150,300- 316,100		
11. Program	511,400	29.4%	370,300- 589,700	539,100	30.1%	370,300- 610,800		
12. Selling[c]	254,000	14.6%	165,100- 304,100	272,200	15.2%	170,100- 307,700		
13. General & Administrative	774,100	44.5%	509,000- 836,100	777,300	43.4%	510,900- 881,800		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 697,000	100.0%	$ 442,200-$ 871,100	$ 746,800	100.0%	$ 545,000- $ 920,800		100.0%
From:								
15. Technical	109,400	15.7%	80,600- 141,100	109,000	14.6%	88,100- 149,200		
16. Program	292,700	42.0%	178,700- 352,200	306,200	41.0%	181,800- 359,800		
17. Selling	168,000	24.1%	92,700- 207,700	193,400	25.9%	107,000- 225,700		
18. General & Administrative	126,900	18.2%	59,700- 156,500	138,200	18.5%	56,300- 159,400		
19. Cost of Outside News Service	$ 11,100		$ 5,900-$ 17,300	$ 10,800		$ 5,700- $ 17,300		
20. Music License Fees	$ 33,000		$ 18,300-$ 45,100	$ 37,600		$ 19,200- $ 45,500		
21. Depreciation & Amortization	$ 150,500		$ 102,200-$ 201,300	$ 153,200		$ 102,200- $ 205,100		
22. Interest	$ 300		$ 0-$ 36,900	$ 0		$ 0- $ 32,100		
23. Film & Tape Rental Expense	$ 56,300		$ 37,400-$ 93,800	$ 54,600		$ 37,400- $ 93,800		
24. PROFIT (Before Federal income tax)	$ 482,900		$ 126,000-$ 701,600	$ 533,500		$ 309,100- $ 889,000		
25. FULLTIME EMPLOYMENT	41		30- 50	45		34- 52		

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 13 **REVENUE AND EXPENSE YARDSTICKS** **MARKET SIZE 12 (ADI 176 & over)**

	ALL STATIONS (31)			*PROFIT—ONLY STATIONS (24)*			*YOUR STATION*	
REVENUE AND EXPENSE ITEMS *Line No.*	*Typical Dollar Figures* *Col. 1*	*Typical Percent Figures* *Col. 2*	*Middle 50% Range* *Col. 3*	*Typical Dollar Figures* *Col. 4*	*Typical Percent Figures* *Col. 5*	*Middle 50% Range* *Col. 6*	*Dollar Figures* *Col. 7*	*Percent Figures* *Col. 8*
1. PROFIT MARGIN[a]		12.07%	0.39%-20.43%		15.20%	6.23%- 20.60%		____%
2. TOTAL TIME SALES	$ 1,163,400	100.0%	$ 803,500-$ 2,117,800	$ 1,421,900	100.0%	$ 950,400- $ 2,319,800	______	100.0%
From:								
3. Network Compensation	138,400	11.9%	53,200- 186,000	147,900	10.4%	59,800- 213,800	______	______
4. National & Regional Advertisers	438,600	37.7%	288,000- 1,059,600	628,500	44.2%	414,900- 1,144,900	______	______
5. Local Advertisers	586,400	50.4%	428,600- 883,500	645,500	45.4%	479,200- 908,100	______	______
6. TOTAL BROADCAST REVENUE[b]	$ 1,087,200		$ 762,400-$ 1,907,400	$ 1,299,500		$ 897,400- $ 2,126,300	______	
7. Non Broadcast Revenue	36,900		19,700- 55,900	37,900		19,800- 60,700	______	
8. Trade-outs & Barter	27,800		13,600- 45,400	30,700		13,600- 47,500	______	
9. TOTAL BROADCAST EXPENSE	$ 956,000	100.0%	$ 777,700-$ 1,579,100	$ 1,102,000	100.0%	$ 780,100- $ 1,529,600	______	100.0%
From:								
10. Technical	141,500	14.8%	103,900- 219,000	168,600	15.3%	104,800- 226,100	______	______
11. Program	295,400	30.9%	247,700- 456,100	371,400	33.7%	237,300- 474,100	______	______
12. Selling[c]	142,400	14.9%	119,600- 221,400	149,900	13.6%	120,300- 234,600	______	______
13. General & Administrative	376,700	39.4%	298,900- 759,000	412,100	37.4%	307,200- 684,800	______	______
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 386,300	100.0%	$ 332,700-$ 604,000	$ 459,200	100.0%	$ 351,400- $ 624,900	______	100.0%
From:								
15. Technical	64,900	16.8%	54,200- 126,600	83,600	18.2%	58,100- 132,400	______	______
16. Program	156,500	40.5%	111,500- 253,000	181,800	39.6%	112,400- 256,400	______	______
17. Selling	95,400	24.7%	79,300- 148,500	107,500	23.4%	80,900- 157,800	______	______
18. General & Administrative	69,500	18.0%	52,100- 94,100	86,300	18.8%	62,000- 97,500	______	______
19. Cost of Outside News Service	$ 9,500		$ 5,800-$ 14,400	$ 10,800		$ 5,600- $ 18,200	______	
20. Music License Fees	$ 18,800		$ 13,500-$ 33,300	$ 24,100		$ 14,400- $ 33,400	______	
21. Depreciation & Amortization	$ 94,900		$ 59,800-$ 175,300	$ 91,800		$ 57,000- $ 154,600	______	
22. Interest	$ 23,000		$ 1,800-$ 104,100	$ 9,600		$ 0- $ 58,100	______	
23. Film & Tape Rental Expense	$ 48,500		$ 20,000-$ 87,300	$ 49,800		$ 20,400- $ 87,300	______	
24. PROFIT (Before Federal income tax)	$ 131,200		$ 2,400-$ 332,400	$ 197,500		$ 68,200- $ 363,900	______	
25. FULLTIME EMPLOYMENT	30		22- 41	31		22- 41	______	

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[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 14 REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 1 ($25 million & over)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (18)			PROFIT—ONLY STATIONS (18)			YOUR STATION	
Line No.	Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3	Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6	Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		34.45%	24.93%-53.64%					%
2. TOTAL TIME SALES	$ 42,608,700	100.0%	$ 37,724,800-$ 55,339,900					100.0%
From:								
3. Network Compensation	1,193,000	2.8%	0- 2,015,900					
4. National & Regional Advertisers	24,500,000	57.5%	19,063,900- 27,730,000					
5. Local Advertisers	16,915,700	39.7%	13,963,500- 19,598,500					
6. TOTAL BROADCAST REVENUE[b]	$ 35,352,200		$ 32,091,100-$ 45,995,700					
7. Non Broadcast Revenue	456,300		70,300- 944,600					
8. Trade-outs & Barter	767,800		360,200- 1,193,500					
9. TOTAL BROADCAST EXPENSE	$ 23,173,400	100.0%	$ 15,727,800-$ 29,801,100					100.0%
From:								
10. Technical	2,572,300	11.1%	1,585,100- 3,738,200					
11. Program	12,699,000	54.8%	7,869,900- 18,339,600					
12. Selling[c]	2,688,100	11.6%	1,837,600- 3,657,000					
13. General & Administrative	5,214,000	22.5%	3,811,700- 6,557,100		SAME AS ALL STATIONS			
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 6,935,800	100.0%	$ 5,766,400-$ 10,413,100					100.0%
From:								
15. Technical	1,768,600	25.5%	1,248,100- 2,684,100					
16. Program	3,585,800	51.7%	2,328,800- 6,008,300					
17. Selling	936,400	13.5%	764,600- 1,368,400					
18. General & Administrative	645,000	9.3%	428,900- 1,038,700					
19. Cost of Outside News Service	$ 219,800		$ 126,200-$ 347,400					
20. Music License Fees	$ 568,400		$ 464,700-$ 757,200					
21. Depreciation & Amortization	$ 881,100		$ 694,400-$ 1,235,800					
22. Interest	$ 0		$ 0-$ 103,900					
23. Film & Tape Rental Expense	$ 3,088,900		$ 1,441,000-$ 8,300,100					
24. PROFIT (Before Federal Income tax)	$ 12,178,800		$ 9,984,000-$ 21,052,400					
25. FULLTIME EMPLOYMENT	237		176- 328					

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[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 15 **REVENUE AND EXPENSE YARDSTICKS** **REVENUE SIZE 2 ($15 million-$25 million)**

REVENUE AND EXPENSE ITEMS	ALL STATIONS (37)			PROFIT—ONLY STATIONS (37)			YOUR STATION	
Line No.	Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3	Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6	Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		38.03%	31.62%-44.23%					%
2. TOTAL TIME SALES	$ 22,211,200	100.0%	$ 18,791,200-$ 27,627,200					100.0%
From:								
3. Network Compensation	1,132,800	5.1%	649,500- 1,510,200					
4. National & Regional Advertisers	12,127,300	54.6%	10,158,900- 15,641,800					
5. Local Advertisers	8,951,100	40.3%	6,499,400- 10,817,000					
6. TOTAL BROADCAST REVENUE[b]	$ 18,248,100		$ 15,918,500-$ 23,511,500					
7. Non Broadcast Revenue	194,500		109,400- 531,300					
8. Trade-outs & Barter	342,300		144,200- 528,500					
9. TOTAL BROADCAST EXPENSE	$ 11,308,300	100.0%	$ 9,836,100-$ 13,790,200					100.0%
From:								
10. Technical	1,243,900	11.0%	835,900- 1,544,900					
11. Program	5,326,200	47.1%	4,308,600- 7,164,000					
12. Selling[c]	1,628,400	14.4%	1,321,100- 2,024,800					
13. General & Administrative	3,109,800	27.5%	2,470,700- 3,952,500		SAME AS ALL STATIONS			
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 3,887,800	100.0%	$ 3,171,500-$ 4,987,200					100.0%
From:								
15. Technical	874,800	22.5%	664,300- 1,214,100					
16. Program	1,943,900	50.0%	1,512,900- 2,466,900					
17. Selling	622,000	16.0%	599,700- 779,800					
18. General & Administrative	447,100	11.5%	285,800- 591,600					
19. Cost of Outside News Service	$ 91,700		$ 64,600-$ 133,300					
20. Music License Fees	$ 287,400		$ 242,700-$ 350,000					
21. Depreciation & Amortization	$ 596,200		$ 474,700-$ 723,900					
22. Interest	$ 0		$ 0-$ 35,200					
23. Film & Tape Rental Expense	$ 1,729,500		$ 1,195,300-$ 2,853,000					
24. PROFIT (Before Federal income tax)	$ 6,939,800		$ 5,703,900-$ 8,405,800					
25. FULLTIME EMPLOYMENT	165		134- 193					

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 16 **REVENUE AND EXPENSE YARDSTICKS** **REVENUE SIZE 3 ($10 million-$15 million)**

REVENUE AND EXPENSE ITEMS	*ALL STATIONS (41)*			*PROFIT—ONLY STATIONS (39)*			*YOUR STATION*	
Line No.	*Typical Dollar Figures Col. 1*	*Typical Percent Figures Col. 2*	*Middle 50% Range Col. 3*	*Typical Dollar Figures Col. 4*	*Typical Percent Figures Col. 5*	*Middle 50% Range Col. 6*	*Dollar Figures Col. 7*	*Percent Figures Col. 8*
1. PROFIT MARGIN[a]		33.67%	22.89%-39.22%		34.23%	25.65%- 39.53%		%
2. TOTAL TIME SALES	$ 13,850,400	100.0%	$ 13,058,100-$ 15,533,400	$ 13,834,800	100.0%	$ 13,002,500- $15,406,800		100.0%
From:								
3. Network Compensation	831,000	6.0%	404,100- 1,044,500	843,900	6.1%	505,000- 1,049,400		
4. National & Regional Advertisers	7,077,600	51.1%	6,181,000- 8,507,000	7,138,800	51.6%	6,168,600- 8,570,900		
5. Local Advertisers	5,941,800	42.9%	5,015,200- 6,688,500	5,852,100	42.3%	4,936,700- 6,617,900		
6. TOTAL BROADCAST REVENUE[b]	$ 11,765,100		$ 11,404,200-$ 13,091,100	$ 11,751,000		$ 11,378,100- $12,996,500		
7. Non Broadcast Revenue	222,400		129,400- 341,300	216,100		126,800- 321,000		
8. Trade-outs & Barter	227,600		150,700- 327,300	227,600		144,300- 327,100		
9. TOTAL BROADCAST EXPENSE	$ 7,803,800	100.0%	$ 7,339,400-$ 9,280,700	$ 7,728,600	100.0%	$ 7,274,100- $ 9,255,700		100.0%
From:								
10. Technical	788,200	10.1%	671,600- 1,046,700	803,800	10.4%	678,700- 1,060,500		
11. Program	3,667,800	47.0%	3,190,900- 4,189,600	3,632,400	47.0%	3,158,600- 4,056,400		
12. Selling[c]	1,045,700	13.4%	924,800- 1,269,600	1,004,700	13.0%	923,000- 1,260,900		
13. General & Administrative	2,302,100	29.5%	1,891,200- 2,812,700	2,287,700	29.6%	1,862,000- 2,797,600		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 2,607,200	100.0%	$ 2,141,300-$ 3,232,300	$ 2,641,600	100.0%	$ 2,117,900- $ 3,238,900		100.0%
From:								
15. Technical	565,800	21.7%	444,900- 755,200	573,200	21.7%	484,400- 766,200		
16. Program	1,201,900	46.1%	951,100- 1,635,400	1,217,800	46.1%	943,700- 1,652,300		
17. Selling	534,500	20.5%	440,900- 581,800	541,500	20.5%	433,600- 577,000		
18. General & Administrative	305,000	11.7%	243,900- 445,700	309,100	11.7%	246,300- 441,800		
19. Cost of Outside News Service	$ 67,800		$ 54,700-$ 86,100	$ 73,000		$ 57,200- $ 87,600		
20. Music License Fees	$ 191,700		$ 165,700-$ 223,700	$ 192,400		$ 170,200- $ 224,500		
21. Depreciation & Amortization	$ 551,300		$ 432,700-$ 831,400	$ 549,800		$ 424,000- $ 792,900		
22. Interest	$ 3,200		$ 0-$ 207,300	$ 2,200		$ 0- $ 235,200		
23. Film & Tape Rental Expense	$ 1,175,400		$ 897,500-$ 1,724,500	$ 1,159,000		$ 895,900- $ 1,644,800		
24. PROFIT (Before Federal income tax)	$ 3,961,300		$ 2,640,800-$ 4,852,800	$ 4,022,400		$ 2,811,100- $ 4,864,400		
25. FULLTIME EMPLOYMENT	116		101- 140	117		102- 143		

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 17 REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 4 ($7 million-$10 million)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (46)			PROFIT—ONLY STAIONS (41)			YOUR STATION	
	Typical Dollar Figures	*Typical Percent Figures*	*Middle 50% Range*	*Typical Dollar Figures*	*Typical Percent Figures*	*Middle 50% Range*	*Dollar Figures*	*Percent Figures*
Line No.	*Col. 1*	*Col. 2*	*Col. 3*	*Col. 4*	*Col. 5*	*Col. 6*	*Col. 7*	*Col. 8*
1. PROFIT MARGIN[a]		30.05%	16.01%-40.16%		32.92%	24.51%- 41.47%		____%
2. TOTAL TIME SALES	$ 9,368,100	100.0%	$ 8,512,700-$ 10,812,200	$ 9,070,600	100.0%	$ 8,456,000- $10,836,500	____	100.0%
From:								
3. Network Compensation	777,600	8.3%	508,900- 1,156,600	743,800	8.2%	528,100- 1,147,500	____	____
4. National & Regional Advertisers	4,393,600	46.9%	3,469,200- 5,355,100	4,181,500	46.1%	3,318,600- 5,213,500	____	____
5. Local Advertisers	4,196,900	44.8%	3,580,200- 4,806,600	4,145,300	45.7%	3,722,100- 4,917,917	____	____
6. TOTAL BROADCAST REVENUE[b]	$ 8,030,000		$ 7,298,400-$ 9,315,600	$ 7,820,300		$ 7,298,400- $ 9,315,600	____	
7. Non Broadcast Revenue	194,400		113,400- 316,000	192,600		115,600- 299,600	____	
8. Trade-outs & Barter	154,800		89,400- 243,700	138,100		83,800- 235,700	____	
9. TOTAL BROADCAST EXPENSE	$ 5,617,000	100.0%	$ 4,750,200-$ 7,337,200	$ 5,245,900	100.0%	$ 4,664,200 $ 6,604,100	____	100.0%
From:								
10. Technical	589,800	10.5%	453,100- 733,200	550,800	10.5%	448,200- 678,200	____	____
11. Program	2,342,300	41.7%	1,887,400- 2,892,500	2,203,300	42.0%	1,887,400- 2,574,900	____	____
12. Selling[c]	820,100	14.6%	623,900- 986,000	755,400	14.4%	612,400- 935,400	____	____
13. General & Administrative	1,864,800	33.2%	1,469,600- 2,563,100	1,736,400	33.1%	1,458,100- 2,270,300	____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 2,070,400	100.0%	$ 1,769,300-$ 2,292,000	$ 2,021,200	100.0%	$ 1,769,300- $ 2,254,400	____	100.0%
From:								
15. Technical	391,300	18.9%	297,500- 475,400	378,000	18.7%	285,800- 457,500	____	____
16. Program	971,000	46.9%	780,100- 1,126,000	956,000	47.3%	780,100- 1,120,800	____	____
17. Selling	434,800	21.0%	353,900- 492,400	424,400	21.0%	341,200- 458,600	____	____
18. General & Administrative	273,300	13.2%	172,200- 331,700	262,800	13.0%	163,800- 324,900	____	____
19. Cost of Outside News Service	$ 50,200		$ 33,900-$ 65,300	$ 50,400		$ 33,900- $ 65,300	____	
20. Music License Fees	$ 135,100		$ 113,300-$ 155,400	$ 135,000		$ 114,600- $ 153,600	____	
21. Depreciation & Amortization	$ 377,100		$ 296,300-$ 629,900	$ 367,900		$ 291,300- $ 537,800	____	
22. Interest	$ 7,600		$ 0-$ 248,900	$ 1,700		$ 0- $ 30,600	____	
23. Film & Tape Rental Expense	$ 660,100		$ 447,700-$ 832,100	$ 633,500		$ 447,700- $ 789,800	____	
24. PROFIT (Before Federal income tax)	$ 2,413,000		$ 1,326,400-$ 3,218,100	$ 2,574,400		$ 1,950,900- $ 3,262,200	____	
25. FULLTIME EMPLOYMENT	102		89- 109	103		90- 109	____	

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 18 REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 5 ($5 million-$7 million)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (38)			PROFIT—ONLY STATIONS (31)			YOUR STATION	
Line No.	*Typical Dollar Figures Col. 1*	*Typical Percent Figures Col. 2*	*Middle 50% Range Col. 3*	*Typical Dollar Figures Col. 4*	*Typical Percent Figures Col. 5*	*Middle 50% Range Col. 6*	*Dollar Figures Col. 7*	*Percent Figures Col. 8*
1. PROFIT MARGIN[a]		21.81%	7.69%-34.47%		26.97%	17.60%- 36.09%		___%
2. TOTAL TIME SALES	$ 6,681,800	100.0%	$ 6,068,000-$ 7,254,000	$ 6,787,400	100.0%	$ 6,150,700- $ 7,304,600	______	100.0%
From:								
3. Network Compensation	561,300	8.4%	442,600- 696,700	576,900	8.5%	500,900- 729,200	______	___
4. National & Regional Advertisers	2,960,000	44.3%	2,517,300- 3,428,400	2,939,000	43.3%	2,504,900- 3,374,300	______	___
5. Local Advertisers	3,160,500	47.3%	2,489,300- 3,604,100	3,271,500	48.2%	2,664,900- 3,614,400	______	___
6. TOTAL BROADCAST REVENUE[b]	$ 5,910,100		$ 5,260,500-$ 6,282,600	$ 6,020,900		$ 5,415,000- $ 6,294,200	______	
7. Non Broadcast Revenue	129,000		73,800- 237,800	132,100		75,200- 217,600	______	
8. Trade-outs & Barter	125,200		67,100- 241,700	102,100		61,000- 196,300	______	
9. TOTAL BROADCAST EXPENSE	$ 4,621,100	100.0%	$ 4,009,200-$ 5,157,100	$ 4,397,100	100.0%	$ 3,858,300- $ 4,734,900	______	100.0%
From:								
10. Technical	462,100	10.0%	372,800- 588,800	448,500	10.2%	354,500- 583,400	______	___
11. Program	1,876,200	40.6%	1,389,600- 2,127,100	1,758,800	40.0%	1,300,500- 2,045,500	______	___
12. Selling[c]	610,000	13.2%	485,000- 772,800	611,200	13.9%	482,800- 768,100	______	___
13. General & Administrative	1,672,800	36.2%	1,336,400- 1,858,800	1,578,600	35.9%	1,320,700- 1,745,200	______	___
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 1,604,900	100.0%	$ 1,342,100-$ 1,893,500	$ 1,575,900	100.0%	$ 1,342,300- $ 1,905,000	______	100.0%
From:								
15. Technical	301,700	18.8%	212,900- 400,700	286,800	18.2%	207,900- 403,500	______	___
16. Program	757,500	47.2%	573,200- 887,200	745,400	47.3%	584,000- 885,100	______	___
17. Selling	337,000	21.0%	262,200- 409,400	338,800	21.5%	258,000- 414,600	______	___
18. General & Administrative	208,700	13.0%	158,500- 275,200	204,900	13.0%	152,200- 282,700	______	___
19. Cost of Outside News Service	$ 38,300		$ 23,900-$ 47,900	$ 37,200		$ 25,200- $ 48,100	______	
20. Music License Fees	$ 93,100		$ 81,500-$ 107,300	$ 94,800		$ 85,600- $ 106,200	______	
21. Depreciation & Amortization	$ 337,200		$ 260,900-$ 659,700	$ 303,900		$ 254,000- $ 443,300	______	
22. Interest	$ 600		$ 0-$ 237,500	$ 0		$ 0- $ 64,900	______	
23. Film & Tape Rental Expense	$ 529,500		$ 271,000-$ 735,000	$ 382,300		$ 259,200- $ 680,700	______	
24. PROFIT (Before Federal income tax)	$ 1,289,000		$ 388,200-$ 2,057,600	$ 1,623,800		$ 971,000- $ 2,087,700	______	
25. FULLTIME EMPLOYMENT	85		72- 98	86		76- 98	______	

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 19 **REVENUE AND EXPENSE YARDSTICKS** **REVENUE SIZE 6 ($4 million-$5 million)**

REVENUE AND EXPENSE ITEMS	ALL STATIONS (47)			PROFIT—ONLY STATIONS (45)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		26.21%	14.10%-34.33%		26.36%	16.96%- 34.94%		___%
2. TOTAL TIME SALES	$ 5,164,900	100.0%	$ 4,890,200-$ 5,474,900	$ 5,164,900	100.0%	$ 4,918,300- $ 5,485,900		100.0%
From:								
3. Network Compensation	526,800	10.2%	405,800- 786,300	526,800	10.2%	408,300- 763,800		
4. National & Regional Advertisers	2,324,200	45.0%	1,936,200- 2,520,500	2,324,200	45.0%	1,938,[illegible]- 2,542,300		
5. Local Advertisers	2,313,900	44.8%	2,013,900- 2,862,000	2,313,900	44.8%	1,982,200- 2,820,600		
6. TOTAL BROADCAST REVENUE[b]	$ 4,525,000		$ 4,315,000-$ 4,829,000	$ 4,525,000		$ 4,316,700- $ 4,841,600		
7. Non Broadcast Revenue	91,900		58,600- 153,700	98,700		58,700- 156,100		
8. Trade-outs & Barter	82,800		54,300- 148,300	79,900		53,200- 134,400		
9. TOTAL BROADCAST EXPENSE	$ 3,339,000	100.0%	$ 2,967,500-$ 3,814,200	$ 3,332,200	100.0%	$ 2,950,500- $ 3,741,300		100.0%
From:								
10. Technical	364,000	10.9%	281,300- 439,300	363,200	10.9%	280,600- 438,500		
11. Program	1,218,700	36.5%	1,009,000- 1,458,400	1,219,600	36.6%	1,012,200- 1,437,300		
12. Selling[c]	517,500	15.5%	376,600- 608,500	509,800	15.3%	376,200- 602,900		
13. General & Administrative	1,238,800	37.1%	1,030,900- 1,334,700	1,239,600	37.2%	1,029,800- 1,327,200		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 1,316,600	100.0%	$ 1,126,300-$ 1,548,200	$ 1,321,200	100.0%	$ 1,123,600- $ 1,534,600		100.0%
From:								
15. Technical	237,000	18.0%	158,300- 289,600	233,800	17.7%	150,500- 289,100		
16. Program	572,700	43.5%	501,400- 716,200	577,400	43.7%	505,900- 709,200		
17. Selling	293,600	22.3%	247,800- 325,000	294,600	22.3%	245,400- 322,200		
18. General & Administrative	213,300	16.2%	135,500- 280,100	215,400	16.3%	134,800- 278,600		
19. Cost of Outside News Service	$ 31,100		$ 22,800-$ 45,300	$ 31,100		$ 22,900- $ 43,400		
20. Music License Fees	$ 78,400		$ 62,700-$ 87,600	$ 78,400		$ 63,800- $ 87,600		
21. Depreciation & Amortization	$ 305,400		$ 208,800-$ 419,400	$ 299,800		$ 204,200- $ 387,400		
22. Interest	$ 22,000		$ 0-$ 125,800	$ 14,800		$ 0- $ 105,000		
23. Film & Tape Rental Expense	$ 306,000		$ 212,900-$ 389,800	$ 304,800		$ 212,900- $ 371,600		
24. PROFIT (Before Federal income tax)	$ 1,186,000		$ 633,600-$ 1,596,200	$ 1,192,800		$ 717,800- $ 1,602,700		
25. FULLTIME EMPLOYMENT	76		65- 82	76		65- 82		

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 20 REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 7 ($3 million-$4 million)

REVENUE AND EXPENSE ITEMS	*ALL STATIONS (57)*			*PROFIT—ONLY STATIONS (51)*			*YOUR STATION*	
	Typical Dollar Figures	*Typical Percent Figures*	*Middle 50% Range*	*Typical Dollar Figures*	*Typical Percent Figures*	*Middle 50% Range*	*Dollar Figures*	*Percent Figures*
Line No.	*Col. 1*	*Col. 2*	*Col. 3*	*Col. 4*	*Col. 5*	*Col. 6*	*Col. 7*	*Col. 8*
1. PROFIT MARGIN[a]		20.10%	11.39%-27.27%		21.71%	12.94%- 27.83%		%
2. TOTAL TIME SALES	$ 3,954,800	100.0%	$ 3,659,300-$ 4,373,300	$ 4,046,900	100.0%	$ 3,653,900- $ 4,406,900		100.0%
From:								
3. Network Compensation	415,300	10.5%	285,300- 538,900	441,100	10.9%	305,300- 544,700		
4. National & Regional Advertisers	1,649,100	41.7%	1,290,400- 2,154,400	1,691,600	41.8%	1,333,000- 2,084,900		
5. Local Advertisers	1,890,400	47.8%	1,555,500- 2,196,500	1,914,200	47.3%	1,573,600- 2,165,000		
6. TOTAL BROADCAST REVENUE[b]	$ 3,515,500		$ 3,222,700-$ 3,834,300	$ 3,577,500		$ 3,253,200- $ 3,840,600		
7. Non Broadcast Revenue	94,200		62,300- 144,100	94,200		61,200- 141,700		
8. Trade-outs & Barter	68,300		28,700- 122,100	61,400		28,700- 99,400		
9. TOTAL BROADCAST EXPENSE	$ 2,808,900	100.0%	$ 2,437,400-$ 3,214,400	$ 2,800,800	100.0%	$ 2,401,900- $ 3,090,300		100.0%
From:								
10. Technical	320,200	11.4%	239,400- 436,000	324,900	11.6%	238,100- 418,400		
11. Program	985,900	35.1%	826,900- 1,153,300	1,008,300	36.0%	825,300- 1,096,300		
12. Selling[c]	435,400	15.5%	297,600- 508,100	445,300	15.9%	293,700- 489,500		
13. General & Administrative	1,067,400	38.0%	849,900- 1,319,400	1,022,300	36.5%	828,700- 1,296,200		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 1,059,800	100.0%	$ 911,100-$ 1,278,100	$ 1,087,000	100.0%	$ 917,000- $ 1,264,500		100.0%
From:								
15. Technical	174,900	16.5%	140,000- 238,200	177,200	16.3%	139,100- 225,600		
16. Program	478,000	45.1%	376,000- 575,900	492,400	45.3%	393,600- 575,600		
17. Selling	254,300	24.0%	190,800- 310,000	260,900	24.0%	188,700- 309,700		
18. General & Administrative	152,600	14.4%	118,600- 235,000	156,500	14.4%	121,800- 237,500		
19. Cost of Outside News Service	$ 22,100		$ 11,800-$ 32,000	$ 22,900		$ 14,100- $ 35,300		
20. Music License Fees	$ 55,700		$ 48,900-$ 63,300	$ 56,000		$ 49,400- $ 67,100		
21. Depreciation & Amortization	$ 242,700		$ 193,800-$ 403,900	$ 240,500		$ 193,100- $ 323,100		
22. Interest	$ 19,700		$ 0-$ 79,300	$ 13,200		$ 0- $ 55,100		
23. Film & Tape Rental Expense	$ 215,800		$ 149,500-$ 291,700	$ 207,100		$ 149,500- $ 287,600		
24. PROFIT (Before Federal income tax)	$ 706,600		$ 372,900-$ 992,100	$ 776,700		$ 464,200- $ 1,036,000		
25. FULLTIME EMPLOYMENT	63		52- 72	64		53- 72		

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 21 REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 8 ($2 million-$ 3 million)

	ALL STATIONS (65)			PROFIT—ONLY STATIONS (52)			YOUR STATION	
REVENUE AND EXPENSE ITEMS	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		15.58%	6.49%-25.97%		18.94%	13.05%- 26.66%		%
2. TOTAL TIME SALES	$ 2,761,000	100.0%	$ 2,472,700-$ 3,018,000	$ 2,755,300	100.0%	$ 2,476,700- $ 3,031,400		100.0%
From:								
3. Network Compensation	361,700	13.1%	252,700- 466,400	383,000	13.9%	288,000- 523,800		
4. National & Regional Advertisers	1,159,600	42.0%	987,000- 1,331,500	1,160,000	42.1%	972,500- 1,298,500		
5. Local Advertisers	1,239,700	44.9%	985,500- 1,508,700	1,212,300	44.0%	967,200- 1,526,500		
6. TOTAL BROADCAST REVENUE[b]	$ 2,497,200		$ 2,314,000-$ 2,748,800	$ 2,534,700		$ 2,318,100- $ 2,769,300		
7. Non Broadcast Revenue	73,000		36,300- 116,900	64,300		35,300- 116,900		
8. Trade-outs & Barter	58,400		40,500- 107,400	53,600		38,000- 75,900		
9. TOTAL BROADCAST EXPENSE	$ 2,108,100	100.0%	$ 1,840,400-$ 2,494,100	$ 2,054,600	100.0%	$ 1,790,100- $ 2,201,500		100.0%
From:								
10. Technical	255,100	12.1%	191,800- 347,100	260,900	12.7%	191,800- 323,100		
11. Program	664,000	31.5%	544,100- 819,000	645,100	31.4%	514,500- 699,700		
12. Selling[c]	305,700	14.5%	219,600- 377,500	273,300	13.3%	215,000- 349,900		
13. General & Administrative	883,300	41.9%	699,600- 1,108,300	875,300	42.6%	668,400- 959,700		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 768,200	100.0%	$ 648,100-$ 927,000	$ 787,100	100.0%	$ 656,200- $ 918,100		100.0%
From:								
15. Technical	145,200	18.9%	101,400- 179,500	147,200	18.7%	103,400- 174,400		
16. Program	322,600	42.0%	224,700- 390,200	331,400	42.1%	224,700- 382,000		
17. Selling	179,000	23.3%	150,500- 219,300	177,100	22.5%	142,200- 207,200		
18. General & Administrative	121,400	15.8%	94,500- 162,600	131,400	16.7%	98,900- 165,300		
19. Cost of Outside News Service	$ 16,000		$ 9,300-$ 21,900	$ 17,900		$ 10,500- $ 21,800		
20. Music License Fees	$ 38,600		$ 32,600-$ 46,700	$ 40,000		$ 33,000- $ 46,700		
21. Depreciation & Amortization	$ 215,100		$ 144,400-$ 399,900	$ 187,700		$ 130,000- $ 266,700		
22. Interest	$ 41,000		$ 0-$ 171,100	$ 24,200		$ 0- $ 109,600		
23. Film & Tape Rental Expense	$ 122,400		$ 75,800-$ 183,200	$ 105,700		$ 52,800- $ 146,000		
24. PROFIT (Before Federal income tax)	$ 389,100		$ 147,900-$ 643,300	$ 480,100		$ 345,000- $ 677,200		
25. FULLTIME EMPLOYMENT	48		41- 56	47		41- 55		

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 22 **REVENUE AND EXPENSE YARDSTICKS** **REVENUE SIZE 9 ($1 million-$2 million)**

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS (55)			PROFIT—ONLY STATIONS (33)			YOUR STATION	
	Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3	Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6	Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		2.88%	(14.68%)-13.64%		12.00%	6.40%- 20.62%		___%
2. TOTAL TIME SALES	$ 1,506,600	100.0%	$ 1,234,800-$ 1,834,900	$ 1,506,600	100.0%	$ 1,318,200- $ 1,790,400	______	100.0%
From:								
3. Network Compensation	153,700	10.2%	96,600- 207,100	179,300	11.9%	145,200- 242,900	______	______
4. National & Regional Advertisers	561,900	37.3%	400,600- 730,100	604,100	40.1%	484,400- 743,300	______	______
5. Local Advertisers	791,000	52.5%	560,300- 1,071,400	723,200	48.0%	494,400- 955,600	______	______
6. TOTAL BROADCAST REVENUE[b]	$ 1,431,400		$ 1,188,900-$ 1,761,100	$ 1,476,700		$ 1,262,000- $ 1,756,100	______	
7. Non Broadcast Revenue	44,700		27,100- 65,500	44,800		24,600- 60,700	______	
8. Trade-outs & Barter	42,400		20,000- 70,100	31,600		15,200- 48,700	______	
9. TOTAL BROADCAST EXPENSE	$ 1,390,200	100.0%	$ 1,162,500-$ 1,820,400	$ 1,299,500	100.0%	$ 1,053,400- $ 1,439,100	______	100.0%
From:								
10. Technical	180,700	13.0%	134,800- 249,800	178,000	13.7%	130,300- 220,000	______	______
11. Program	425,400	30.6%	321,600- 520,700	430,200	33.1%	309,000- 477,900	______	______
12. Selling[c]	194,600	14.0%	146,300- 259,200	206,600	15.9%	128,200- 225,000	______	______
13. General & Administrative	589,500	42.4%	417,200- 764,500	484,700	37.3%	380,500- 613,000	______	______
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 503,500	100.0%	$ 429,600-$ 611,700	$ 512,000	100.0%	$ 435,900- $ 603,100	______	100.0%
From:								
15. Technical	90,100	17.9%	65,200- 118,900	91,100	17.8%	57,400- 105,100	______	______
16. Program	198,900	39.5%	151,500- 258,500	210,400	41.1%	157,800- 252,100	______	______
17. Selling	126,900	25.2%	86,900- 156,500	118,800	23.2%	81,900- 149,500	______	______
18. General & Administrative	87,600	17.4%	64,100- 112,200	91,700	17.9%	63,400- 104,300	______	______
19. Cost of Outside News Service	$ 8,900		$ 5,800-$ 13,200	$ 8,900		$ 5,700- $ 14,100	______	
20. Music License Fees	$ 20,400		$ 17,600-$ 26,700	$ 20,400		$ 17,700- $ 26,100	______	
21. Depreciation & Amortization	$ 167,600		$ 95,100-$ 258,800	$ 102,200		$ 83,400- $ 175,900	______	
22. Interest	$ 33,000		$ 0-$ 155,500	$ 20,000		$ 0- $ 38,100	______	
23. Film & Tape Rental Expense	$ 77,600		$ 48,100-$ 138,700	$ 61,400		$ 26,700- $ 99,300	______	
24. PROFIT (Before Federal income tax)	$ 41,200		$ (221,700)-$ 198,700	$ 177,200		$ 81,400- $ 350,900	______	
25. FULLTIME EMPLOYMENT	36		29- 43	36		28- 42	______	

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 23 **REVENUE AND EXPENSE YARDSTICKS** **REVENUE SIZE 10 (Under $1 million)**

	ALL STATIONS (22)			PROFIT—ONLY STATIONS (9)			YOUR STATION	
REVENUE AND EXPENSE ITEMS Line No.	Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3	Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6	Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		(5.67%)	(51.64%)-14.88%		15.45%	2.85%- 19.40%		____%
2. TOTAL TIME SALES	$ 746,100	100.0%	$ 577,200-$ 859,600	$ 813,700	100.0%	$ 617,200- $ 935,700	____	100.0%
From:								
3. Network Compensation	71,600	9.6%	17,200- 131,900	46,400	5.7%	3,500- 81,500	____	____
4. National & Regional Advertisers	299,200	40.1%	150,300- 386,900	296,200	36.4%	177,200- 420,600	____	____
5. Local Advertisers	375,300	50.3%	153,300- 479,300	471,100	57.9%	111,100- 541,300	____	____
6. TOTAL BROADCAST REVENUE[b]	$ 716,200		$ 598,600-$ 825,100	$ 810,900		$ 626,500- $ 897,400	____	
7. Non Broadcast Revenue	22,400		12,800- 43,800	21,900		11,000- 43,200	____	
8. Trade-outs & Barter	21,900		8,600- 32,800	20,800		0- 32,800	____	
9. TOTAL BROADCAST EXPENSE	$ 756,800	100.0%	$ 616,700-$ 943,800	$ 685,600	100.0%	$ 547,500- $ 807,000	____	100.0%
From:								
10. Technical	122,600	16.2%	90,400- 200,800	122,000	17.8%	90,400- 160,600	____	____
11. Program	220,200	29.1%	100,900- 297,800	187,200	27.3%	80,700- 256,900	____	____
12. Selling[c]	109,800	14.5%	39,600- 144,500	83,600	12.2%	37,300- 122,900	____	____
13. General & Administrative	304,200	40.2%	244,800- 462,800	292,800	42.7%	156,200- 320,300	____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 290,800	100.0%	$ 230,700-$ 358,500	$ 263,900	100.0%	$ 230,700- $ 358,500	____	100.0%
From:								
15. Technical	70,400	24.2%	46,900- 99,800	68,400	25.9%	36,400- 112,900	____	____
16. Program	104,400	35.9%	60,900- 137,100	90,000	34.1%	50,000- 123,200	____	____
17. Selling	50,000	17.2%	22,500- 98,500	41,400	15.7%	22,100- 90,100	____	____
18. General & Administrative	66,000	22.7%	34,600- 85,300	64,100	24.3%	33,800- 104,600	____	____
19. Cost of Outside News Service	$ 6,900		$ 3,200-$ 7,800	$ 4,800		$ 3,200- $ 7,300	____	
20. Music License Fees	$ 10,500		$ 5,000-$ 14,400	$ 12,300		$ 7,200- $ 14,400	____	
21. Depreciation & Amortization	$ 79,800		$ 31,900-$ 147,200	$ 54,100		$ 10,600- $ 117,900	____	
22. Interest	$ 37,500		$ 5,300-$ 103,300	$ 37,300		$ 4,300- $ 61,700	____	
23. Film & Tape Rental Expense	$ 27,500		$ 1,000-$ 94,000	$ 24,000		$ 13,400- $ 73,900	____	
24. PROFIT (Before Federal Income tax)	$ (40,600)		$ (349,200)-$ 95,300	$ 125,300		$ 23,800- $ 142,800	____	
25. FULLTIME EMPLOYMENT	22		18- 30	21		13- 26	____	

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 24

AFFILIATED STATIONS, NATIONWIDE

REVENUE AND EXPENSE ITEMS	*ALL STATIONS (360)*			*PROFIT—ONLY STATIONS (316)*			*YOUR STATION*	
	Typical Dollar Figures	*Typical Percent Figures*	*Middle 50% Range*	*Typical Dollar Figures*	*Typical Percent Figures*	*Middle 50% Range*	*Dollar Figures*	*Percent Figures*
Line No.	*Col. 1*	*Col. 2*	*Col. 3*	*Col. 4*	*Col. 5*	*Col. 6*	*Col. 7*	*Col. 8*
1. PROFIT MARGIN[a]		22.97%	11.65%-35.56%		26.12%	15.62%- 36.77%		____%
2. TOTAL TIME SALES	$ 4,873,500	100.0%	$ 2,800,000-$ 9,214,000	$ 5,189,500	100.0%	$ 3,125,300- $10,913,200	____________	100.0%
From:								
3. Network Compensation	521,500	10.7%	297,800- 852,200	544,900	10.5%	362,400- 912,000	____________	______
4. National & Regional Advertisers	2,120,000	43.5%	1,119,900- 4,403,400	2,252,200	43.4%	1,248,700- 5,127,000	____________	______
5. Local Advertisers	2,232,000	45.8%	1,160,900- 4,183,600	2,392,400	46.1%	1,278,000- 4,692,100	____________	______
6. TOTAL BROADCAST REVENUE[b]	$ 4,314,300		$ 2,534,700-$ 7,879,400	$ 4,536,100		$ 2,831,900- $ 9,398,200	____________	
7. Non Broadcast Revenue	98,600		45,200- 177,000	108,600		50,000- 187,200	____________	
8. Trade-outs & Barter	80,600		42,700- 173,500	81,300		44,300- 179,200	____________	
9. TOTAL BROADCAST EXPENSE	$ 3,323,300	100.0%	$ 2,036,400-$ 5,721,000	$ 3,351,300	100.0%	$ 2,181,700- $ 6,006,500	____________	100.0%
From:								
10. Technical	365,600	11.0%	222,000- 606,700	378,700	11.3%	245,700- 644,600	____________	______
11. Program	1,169,800	35.2%	642,400- 2,196,600	1,203,100	35.9%	689,600- 2,422,900	____________	______
12. Selling[c]	485,200	14.6%	269,100- 822,600	489,300	14.6%	295,900- 841,500	____________	______
13. General & Administrative	1,302,700	39.2%	801,800- 2,027,800	1,280,200	38.2%	834,700- 1,955,000	____________	______
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 1,302,100	100.0%	$ 770,900-$ 2,066,800	$ 1,332,800	100.0%	$ 865,900- $ 2,172,600	____________	100.0%
From:								
15. Technical	223,900	17.2%	122,900- 429,000	238,600	17.9%	135,000- 450,200	____________	______
16. Program	599,000	46.0%	318,700- 971,800	591,700	44.4%	354,300- 1,035,500	____________	______
17. Selling	294,300	22.6%	170,400- 427,400	307,900	23.1%	180,500- 441,200	____________	______
18. General & Administrative	184,900	14.2%	107,200- 297,200	194,600	14.6%	118,000- 308,900	____________	______
19. Cost of Outside News Service	$ 29,600		$ 15,000-$ 57,300	$ 31,800		$ 17,500- $ 64,300	____________	
20. Music License Fees	$ 73,400		$ 38,800-$ 138,800	$ 79,800		$ 46,200- $ 155,500	____________	
21. Depreciation & Amortization	$ 302,500		$ 188,900-$ 534,200	$ 300,600		$ 188,300- $ 510,700	____________	
22. Interest	$ 6,600		$ 0-$ 102,700	$ 1,500		$ 0- $ 54,000	____________	
23. Film & Tape Rental Expense	$ 265,200		$ 120,600-$ 690,600	$ 287,800		$ 137,200- $ 739,700	____________	
24. PROFIT (Before Federal income tax)	$ 991,000		$ 291,900-$ 2,600,800	$ 1,184,800		$ 496,500- $ 3,009,200	____________	
25. FULLTIME EMPLOYMENT	72		48- 105	77		52- 108	____________	

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 25 AFFILIATE REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 1 (ADI 1-10)

	ALL STATIONS (14)			*PROFIT—ONLY STATIONS (14)*			*YOUR STATION*	
REVENUE AND EXPENSE ITEMS *Line No.*	*Typical Dollar Figures* *Col. 1*	*Typical Percent Figures* *Col. 2*	*Middle 50% Range* *Col. 3*	*Typical Dollar Figures* *Col. 4*	*Typical Percent Figures* *Col. 5*	*Middle 50% Range* *Col. 6*	*Dollar Figures* *Col. 7*	*Percent Figures* *Col. 8*
1. PROFIT MARGIN[a]		33.80%	22.64%-45.79%					____%
2. TOTAL TIME SALES	$ 40,387,000	100.0%	$ 29,538,100-$ 54,220,800		SAME AS ALL STATIONS		______	100.0%
From:								
3. Network Compensation	1,979,000	4.9%	1,166,900- 2,562,800				______	______
4. National & Regional Advertisers	22,091,700	54.7%	16,374,200- 27,730,000				______	______
5. Local Advertisers	16,316,300	40.4%	12,013,600- 18,558,900				______	______
6. TOTAL BROADCAST REVENUE[b]	$ 33,678,200		$ 24,394,000-$ 44,525,900				______	
7. Non Broadcast Revenue	166,200		70,300- 386,500				______	
8. Trade-outs & Barter	573,800		352,300- 1,049,600				______	
9. TOTAL BROADCAST EXPENSE	$ 22,295,000	100.0%	$ 15,407,800-$ 27,087,600				______	100.0%
From:								
10. Technical	2,184,900	9.8.%	1,262,200- 3,738,200				______	______
11. Program	11,771,800	52.8%	6,948,200- 14,632,200				______	______
12. Selling[c]	2,586,200	11.6%	1,951,600- 3,720,400				______	______
13. General & Administrative	5,752,100	25.8%	4,393,900- 6,557,100				______	______
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 8,070,800	100.0%	$ 5,918,100-$ 11,552,600				______	100.0%
From:								
15. Technical	1,598,000	19.8%	983,200- 2,604,900				______	______
16. Program	4,721,400	58.5%	3,536,700- 6,807,300				______	______
17. Selling	1,033,100	12.8%	780,800- 1,147,800				______	______
18. General & Administrative	718,300	8.9%	414,600- 975,600				______	______
19. Cost of Outside News Service	$ 169,000		$ 111,200-$ 308,900				______	
20. Music License Fees	$ 548,400		$ 393,700-$ 757,200				______	
21. Depreciation & Amortization	$ 914,700		$ 749,600-$ 1,365,500				______	
22. Interest	$ 0		$ 0-$ 67,300				______	
23. Film & Tape Rental Expense	$ 2,282,100		$ 1,224,600-$ 3,449.900				______	
24. PROFIT (Before Federal income tax)	$ 11,383,200		$ 6,312,600-$ 22,595,000				______	
25. FULLTIME EMPLOYMENT	238		179- 347				______	

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 26 AFFILIATE REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 2 (ADI 11-20)

REVENUE AND EXPENSE ITEMS	*ALL STATIONS (20)*			*PROFIT—ONLY STATIONS (20)*			*YOUR STATION*	
Line No.	*Typical Dollar Figures Col. 1*	*Typical Percent Figures Col. 2*	*Middle 50% Range Col. 3*	*Typical Dollar Figures Col. 4*	*Typical Percent Figures Col. 5*	*Middle 50% Range Col. 6*	*Dollar Figures Col. 7*	*Percent Figures Col. 8*
1. PROFIT MARGIN[a]		39.44%	30.37%-46.16%	SAME AS ALL STATIONS				%
2. TOTAL TIME SALES	$ 23,066,700	100.0%	$ 20,939,300-$ 28,756,700					100.0%
From:								
3. Network Compensation	1,153,300	5.0%	815,600- 1,345,900					
4. National & Regional Advertisers	11,879,400	51.5%	10,972,300- 13,589,600					
5. Local Advertisers	10,034,000	43.5%	7,533,900- 12,358,100					
6. TOTAL BROADCAST REVENUE[b]	$ 19,489,100		$ 17,512,600-$ 23,794,000					
7. Non Broadcast Revenue	190,900		86,600- 666,000					
8. Trade-outs & Barter	324,200		149,600- 506,800					
9. TOTAL BROADCAST EXPENSE	$ 11,802,600	100.0%	$ 11,017,700-$ 13,025,100					100.0%
From:								
10. Technical	1,251,100	10.6%	937,500- 1,590,600					
11. Program	5,712,500	48.4%	4,916,000- 6,682,700					
12. Selling[c]	1,605,100	13.6%	1,196,500- 1,912,900					
13. General & Administrative	3,233,900	27.4%	2,687,400- 3,712,500					
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 4,201,700	100.0%	$ 3,922,300-$ 5,294,700					100.0%
From:								
15. Technical	869,700	20.7%	696,400- 1,237,800					
16. Program	2,214,300	52.7%	2,107,400- 2,764,100					
17. Selling	634,500	15.1%	600,300- 769,000					
18. General & Administrative	483,200	11.5%	348,700- 593,600					
19. Cost of Outside News Service	$ 97,000		$ 65,900-$ 128,000					
20. Music License Fees	$ 324,500		$ 278,600-$ 368,000					
21. Depreciation & Amortization	$ 648,900		$ 583,700-$ 774,700					
22. Interest	$ 0		$ 0-$ 22,600					
23. Film & Tape Rental Expense	$ 1,600,600		$ 1,164,900-$ 2,514,400					
24. PROFIT (Before Federal income tax)	$ 7,686,500		$ 5,124,000-$ 11,115,300					
25. FULLTIME EMPLOYMENT	176		151- 191					

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 27 AFFILIATE REVENUE AND EXPENSE YARDSTICKS MARKET SIZE (ADI 21-30)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (22)			PROFIT—ONLY STATIONS (20)			YOUR STATION	
Line No.	Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3	Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6	Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		32.67%	17.01%-39.58%		33.76%	22.96%- 39.58%		____%
2. TOTAL TIME SALES	$ 14,662,400	100.0%	$ 12,403,700-$ 17,292,500	$ 14,955,600	100.0%	$ 13,907,700- $17,292,500	______	100.0%
From:								
3. Network Compensation	997,000	6.8%	849,600 1,130,500	987,100	6.6%	862,600- 1,106,400	______	______
4. National & Regional Advertisers	7,609,800	51.9%	6,053,000 9,003,900	7,851,700	52.5%	6,242,000- 9,003,900	______	______
5. Local Advertisers	6,055,600	41.3%	5,088,500 7,016,900	6,116,800	40.9%	5,326,200- 7,016,900	______	______
6. TOTAL BROADCAST REVENUE[b]	$ 12,608,900		$ 10,493,300-$ 15,139,500	$ 12,845,100		$ 11,989,000- $15,139,500	______	
7. Non Broadcast Revenue	188,400		122,300- 399,500	188,400		139,600- 333,100	______	
8. Trade-outs & Barter	202,800		97,500- 302,400	171,900		97,500- 289,900	______	
9. TOTAL BROADCAST EXPENSE	$ 8,489,600	100.0%	$ 7,672,100-$ 9,984,300	$ 8,508,600	100.0%	$ 7,721,600- $ 9,799,000	______	100.0%
From:								
10. Technical	857,400	10.1%	711,000- 1,101,900	867,900	10.2%	712,100- 1,101,900	______	______
11. Program	3,828,800	45.1%	3,256,500- 4,425,400	3,905,400	45.9%	3,425,100- 4,425,400	______	______
12. Selling[c]	1,095,200	12.9%	909,800- 1,317,400	1,080,600	12.7%	909,800- 1,317,400	______	______
13. General & Administrative	2,708,200	31.9%	2,290,000- 3,263,700	2,654,700	31.2%	2,290,000- 3,062,700	______	______
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 3,049,500	100.0%	$ 2,401,600-$ 3,894,100	$ 3,126,100	100.0%	$ 2,492,000- $ 3,894,100	______	100.0%
From:								
15. Technical	686,100	22.5%	552,900- 846,100	706,500	22.6%	564,000- 846,100	______	______
16. Program	1,579,700	51.8%	1,105,400- 1,981,600	1,606,800	51.4%	1,105,400- 1,981,600	______	______
17. Selling	512,300	16.8%	411,900- 600,500	534,600	17.1%	472,600- 600,500	______	______
18. General & Administrative	271,400	8.9%	234,400- 383,200	278,200	8.9%	234,400- 383,200	______	______
19. Cost of Outside News Service	$ 80,000		$ 68,800-$ 97,000	$ 81,700		$ 75,500- $ 97,000	______	
20. Music License Fees	$ 212,800		$ 161,500-$ 269,000	$ 214,100		$ 184,200- $ 269,000	______	
21. Depreciation & Amortization	$ 559,400		$ 464,300-$ 771,200	$ 544,000		$ 464,300- $ 609,000	______	
22. Interest	$ 0		$ 0-$ 296,800	$ 0		$ 0- $ 118,500	______	
23. Film & Tape Rental Expense	$ 1,219,300		$ 927,500-$ 1,565,200	$ 1,242,400		$ 953,500- $ 1,565,200	______	
24. PROFIT (Before Federal income tax)	$ 4,119,300		$ 1,767,900-$ 5,703,900	$ 4,336,500		$ 2,586,300- $ 5,703,900	______	
25. FULLTIME EMPLOYMENT	129		102- 153	134		108- 153	______	

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[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 28 **AFFILIATE REVENUE AND EXPENSE YARDSTICKS** **MARKET SIZE 4 (ADI 31-40)**

REVENUE AND EXPENSE ITEMS	ALL STATIONS (26)			PROFIT—ONLY STATIONS (24)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		35.26%	28.63%-40.19%		35.50%	30.80%- 40.19%		___%
2. TOTAL TIME SALES	$ 12,094,200	100.0%	$ 9,110,200-$ 13,777,800	$ 12,298,100	100.0%	$ 10,087,200- $13,777,800	______	100.0%
From:								
3. Network Compensation	979,600	8.1%	622,000- 1,184,000	959,300	7.8%	622,000- 1,163,600	______	___
4. National & Regional Advertisers	6,349,500	52.5%	4,493,300- 6,981,500	6,468,800	52.6%	5,052,900- 6,981,500	______	___
5. Local Advertisers	4,765,100	39.4%	3,553,500- 6,443,400	4,870,000	39.6%	3,899,000- 6,443,400	______	___
6. TOTAL BROADCAST REVENUE[b]	$ 10,357,300		$ 7,678,900-$ 11,658,200	$ 10,618,100		$ 8,556,300- $11,658,200	______	
7. Non Broadcast Revenue	189,900		80,100- 299,100	189,900		108,100- 294,000	______	
8. Trade-outs & Barter	166,900		132,000- 294,600	166,900		132,000- 281,600	______	
9. TOTAL BROADCAST EXPENSE	$ 6,705,300	100.0%	$ 4,984,100-$ 8,526,500	$ 6,848,700	100.0%	$ 4,984,100- $ 7,790,300	______	100.0%
From:								
10. Technical	650,400	9.7%	449,200- 828,300	664,300	9.7%	469,100- 788,200	______	___
11. Program	2,782,700	41.5%	2,142,400- 3,469,600	2,958,700	43.2%	2,142,400- 3,469,600	______	___
12. Selling[c]	898,500	13.4%	684,000- 1,140,900	917,700	13.4%	684,000- 1,064,700	______	___
13. General & Administrative	2,373,700	35.4%	1,683,300- 2,820,800	2,308,000	33.7%	1,683,300- 2,728,300	______	___
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 2,216,800	100.0%	$ 1,964,700-$ 2,906,900	$ 2,312,800	100.0%	$ 1,964,700- $ 2,906,900	______	100.0%
From:								
15. Technical	452,200	20.4%	291,500- 633,800	471,800	20.4%	291,500- 605,500	______	___
16. Program	1,055,200	47.6%	883,700- 1,416,500	1,107,800	47.9%	883,700- 1,416,500	______	___
17. Selling	416,800	18.8%	347,700- 540,900	434,800	18.8%	350,200- 540,900	______	___
18. General & Administrative	292,600	13.2%	207,100- 404,500	298,400	12.9%	207,100- 404,500	______	___
19. Cost of Outside News Service	$ 63,700		$ 50,900-$ 69,900	$ 62,900		$ 50,900- $ 67,800	______	
20. Music License Fees	$ 170,400		$ 127,000-$ 215,300	$ 180,800		$ 136,900- $ 215,300	______	
21. Depreciation & Amortization	$ 490,400		$ 270,100-$ 652,700	$ 474,900		$ 270,100- $ 600,400	______	
22. Interest	$ 1,300		$ 0-$ 169,900	$ 800		$ 0- $ 54,300	______	
23. Film & Tape Rental Expense	$ 819,800		$ 667,300-$ 994,800	$ 819,800		$ 671,700- $ 994,800	______	
24. PROFIT (Before Federal income tax)	$ 3,652,000		$ 2,490,700-$ 4,695,800	$ 3,769,400		$ 2,652,800- $ 4,695,800	______	
25. FULLTIME EMPLOYMENT	109		102- 129	108		102- 129	______	

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 29 AFFILIATE REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 5 (ADI 41-50)

REVENUE AND EXPENSE ITEMS	*ALL STATIONS (27)*			*PROFIT—ONLY STATIONS (24)*			*YOUR STATION*	
Line No.	*Typical Dollar Figures Col. 1*	*Typical Percent Figures Col. 2*	*Middle 50% Range Col. 3*	*Typical Dollar Figures Col. 4*	*Typical Percent Figures Col. 5*	*Middle 50% Range Col. 6*	*Dollar Figures Col. 7*	*Percent Figures Col. 8*
1. PROFIT MARGIN[a]		21.49%	7.59%-39.06%		27.69%	10.09%- 39.14%		___%
2. TOTAL TIME SALES	$ 9,357,300	100.0%	$ 5,921,000-$ 11,544,800	$ 9,672,100	100.0%	$ 6,221,200- $11,728,300	___	100.0%
From:								
3. Network Compensation	729,900	7.8%	410,300- 1,483,200	677,000	7.0%	490,800- 1,372,700	___	___
4. National & Regional Advertisers	3,845,800	41.1%	1,897,900- 5,822,800	3,994,600	41.3%	2,135,400- 5,706,500	___	___
5. Local Advertisers	4,781,600	51.1%	2,638,900- 5,212,100	5,000,500	51.7%	3,141,100- 5,595,600	___	___
6. TOTAL BROADCAST REVENUE[b]	$ 8,121,500		$ 5,008,200-$ 10,055,900	$ 8,250,300		$ 5,316,500- $10,885,200	___	
7. Non Broadcast Revenue	119,400		24,800- 299,500	140,900		79,600- 329,500	___	
8. Trade-outs & Barter	157,900		95,700- 317,700	177,100		98,200- 328,400	___	
9. TOTAL BROADCAST EXPENSE	$ 6,376,200	100.0%	$ 3,879,200-$ 7,389,500	$ 5,965,800	100.0%	$ 4,385,400- $ 7,359,100	___	100.0%
From:								
10. Technical	656,700	10.3%	392,400- 791,100	632,400	10.6%	403,500- 787,100	___	___
11. Program	2,512,200	39.4%	1,479,400- 3,286,000	2,386,300	40.0%	1,793,900- 3,293,400	___	___
12. Selling[c]	1,026,600	16.1%	510,700- 942,300	942,600	15.8%	523,700- 935,400	___	___
13. General & Administrative	2,180,700	34.2%	1,374,000- 2,607,200	2,004,500	33.6%	1,450,600- 2,563,100	___	___
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 2,424,900	100.0%	$ 1,182,200-$ 2,817,200	$ 2,253,900	100.0%	$ 1,407,900- $ 3,002,300	___	100.0%
From:								
15. Technical	485,000	20.0%	222,900- 532,100	428,200	19.0%	242,200- 548,900	___	___
16. Program	1,103,300	45.5%	575,800- 1,370,300	1,061,600	47.1%	624,600- 1,376,700	___	___
17. Selling	555,300	22.9%	332,400- 508,000	489,100	21.7%	356,400- 501,500	___	___
18. General & Administrative	281,300	11.6%	128,300- 441,800	275,000	12.2%	147,900- 446,200	___	___
19. Cost of Outside News Service	$ 53,000		$ 32,200-$ 70,800	$ 53,100		$ 33,200- $ 69,300	___	
20. Music License Fees	$ 152,000		$ 78,200-$ 170,200	$ 153,600		$ 87,300- $ 171,500	___	
21. Depreciation & Amortization	$ 374,500		$ 248,300-$ 739,600	$ 371,200		$ 252,200- $ 717,000	___	
22. Interest	$ 17,800		$ 0-$ 205,900	$ 15,400		$ 0- $ 130,500	___	
23. Film & Tape Rental Expense	$ 603,800		$ 398,200-$ 718,300	$ 652,700		$ 438,900- $ 724,300	___	
24. PROFIT (Before Federal income tax)	$ 1,745,300		$ 355,800-$ 3,140,900	$ 2,284,500		$ 721,400- $ 3,162,900	___	
25. FULL-TIME EMPLOYMENT	102		72- 126	102		78- 130	___	

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 30 AFFILIATE REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 6 (ADI 51-60)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (21)			PROFIT—ONLY STATIONS (21)			YOUR STATION	
Line No.	Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3	Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6	Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		34.33%	24.00%-44.21%					___%
2. TOTAL TIME SALES	$ 8,072,600	100.0%	$ 6,476,600-$ 8,968,500	SAME AS ALL STATIONS			______	100.0%
From:								
3. Network Compensation	613,500	7.6%	515,000- 740,600				______	______
4. National & Regional Advertisers	3,317,800	41.1%	2,562,200- 3,900,100				______	______
5. Local Advertisers	4,141,300	51.3%	3,219,600- 4,451,500				______	______
6. TOTAL BROADCAST REVENUE[b]	$ 6,946,300		$ 5,620,600-$ 7,572,600				______	
7. Non Broadcast Revenue	166,400		121,700- 260,200				______	
8. Trade-outs & Barter	80,500		65,800- 236,200				______	
9. TOTAL BROADCAST EXPENSE	$ 4,561,600	100.0%	$ 3,710,000-$ 4,876,800				______	100.0%
From:								
10. Technical	419,700	9.2%	322,300- 492,900				______	______
11. Program	1,915,900	42.0%	1,419,900- 2,116,100				______	______
12. Selling[c]	629,500	13.8%	517,600- 731,700				______	______
13. General & Administrative	1,596,500	35.0%	1,319,100- 1,770,800				______	______
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 1,706,500	100.0%	$ 1,438,400-$ 1,901,800				______	100.0%
From:								
15. Technical	310,600	18.2%	212,100- 334,300				______	______
16. Program	832,800	48.8%	598,600- 968,600				______	______
17. Selling	354,900	20.8%	315,300- 448,100				______	______
18. General & Administrative	208,200	12.2%	172,600- 269,700				______	______
19. Cost of Outside News Service	$ 41,400		$ 34,400-$ 52,800				______	
20. Music License Fees	$ 108,600		$ 88,700-$ 124,200				______	
21. Depreciation & Amortization	$ 297,900		$ 266,500-$ 425,500				______	
22. Interest	$ 1,100		$ 0-$ 49,400				______	
23. Film & Tape Rental Expense	$ 571,400		$ 345,500-$ 635,700				______	
24. PROFIT (Before Federal income tax)	$ 2,384,700		$ 1,445,200-$ 3,175,500				______	
25. FULLTIME EMPLOYMENT	90		80- 104				______	

[a] Derived from each station's gross profit divided by total revenue.
[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c] Includes all promotion; excludes agency and rep. commissions.
[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 31 AFFILIATE REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 7 (ADI 61-75)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (32)			PROFIT—ONLY STATIONS (29)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		27.66%	20.30%-33.22%		28.84%	21.81%- 33.43%		____%
2. TOTAL TIME SALES	$ 6,074,700	100.0%	$ 5,075,400-$ 7,228,500	$ 5,800,800	100.0%	$ 5,050,700- $ 7,629,800		100.0%
From:								
3. Network Compensation	558,900	9.2%	430,100- 766,300	539,500	9.3%	425,900- 833,600		
4. National & Regional Advertisers	2,849,000	46.9%	2,268,800- 3,371,800	2,633,600	45.4%	2,263,900- 3,407,200		
5. Local Advertisers	2,666,800	43.9%	2,138,400- 3,315,500	2,627,700	45.3%	1,972,900- 3,315,500		
6. TOTAL BROADCAST REVENUE[b]	$ 5,101,100		$ 4,320,300-$ 6,207,200	$ 4,969,900		$ 4,297,200- $ 6,645,100		
7. Non Broadcast Revenue	98,100		54,800- 139,300	102,100		58,600- 148,600		
8. Trade-outs & Barter	69,500		54,400- 107,400	64,500		52,400- 99,000		
9. TOTAL BROADCAST EXPENSE	$ 3,690,100	100.0%	$ 3,137,700-$ 4,873,500	$ 3,536,600	100.0%	$ 3,057,400- $ 4,689,200		100.0%
From:								
10. Technical	394,800	10.7%	370,800- 583,500	396,100	11.2%	364,300- 583,500		
11. Program	1,549,800	42.0%	1,319,900- 1,890,800	1,453,500	41.1%	1,278,500- 1,866,900		
12. Selling[c]	501,900	13.6%	454,200- 632,600	498,700	14.1%	454,200- 659,800		
13. General & Administrative	1,243,600	33.7%	1,060,200- 1,621,000	1,188,300	33.6%	1,031,400- 1,566,500		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 1,493,400	100.0%	$ 1,326,100-$ 1,959,200	$ 1,458,800	100.0%	$ 1,306,800- $ 1,959,200		100.0%
From:								
15. Technical	279,200	18.7%	201,500- 383,000	267,000	18.3%	193,300- 383,000		
16. Program	731,800	49.0%	596,500- 912,900	710,400	48.7%	555,100- 911,400		
17. Selling	295,700	19.8%	276,500- 388,500	296,100	20.3%	271,900- 397,700		
18. General & Administrative	186,700	12.5%	145,300- 234,100	185,300	12.7%	136,900- 234,100		
19. Cost of Outside News Service	$ 33,400		$ 26,700-$ 47,800	$ 32,500		$ 26,300- $ 47,800		
20. Music License Fees	$ 87,100		$ 79,500-$ 119,800	$ 86,700		$ 79,200- $ 117,500		
21. Depreciation & Amortization	$ 354,000		$ 248,400-$ 445,200	$ 346,400		$ 240,200- $ 438,100		
22. interest	$ 0		$ 0-$ 8,000	$ 0		$ 0- $ 900		
23. Film & Tape Rental Expense	$ 363,000		$ 288,900-$ 551,800	$ 338,600		$ 277,500- $ 535,500		
24. PROFIT (Before Federal income tax)	$ 1,411,000		$ 828,000-$ 1,978,200	$ 1,433,300		$ 897,500- $ 2,009,200		
25. FULLTIME EMPLOYMENT	83		74- 98	82		69- 100		

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 32 AFFILIATE REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 8 (ADI 76-100)

REVENUE AND EXPENSE ITEMS	*ALL STATIONS (47)*			*PROFIT—ONLY STATIONS (43)*			*YOUR STATION*	
	Typical Dollar Figures	*Typical Percent Figures*	*Middle 50% Range*	*Typical Dollar Figures*	*Typical Percent Figures*	*Middle 50% Range*	*Dollar Figures*	*Percent Figures*
Line No.	*Col. 1*	*Col. 2*	*Col. 3*	*Col. 4*	*Col. 5*	*Col. 6*	*Col. 7*	*Col. 8*
1. PROFIT MARGIN[a]		18.19%	10.87%-27.49%		18.59%	12.35%- 27.83%		%
2. TOTAL TIME SALES	$ 4,427,600	100.0%	$ 3,696,700-$ 5,658,300	$ 4,856,900	100.0%	$ 3,767,100- $ 5,722,900		100.0%
From:								
3. Network Compensation	402,900	9.1%	308,500- 585,300	442,000	9.1%	328,100- 603,500		
4. National & Regional Advertisers	1,890,600	42.7%	1,385,300- 2,656,300	2,098,200	43.2%	1,427,600- 2,656,300		
5. Local Advertisers	2,134,100	48.2%	1,537,400- 2,622,900	2,316,700	47.7%	1,606,900- 2,664,900		
6. TOTAL BROADCAST REVENUE[b]	$ 3,888,000		$ 3,228,400-$ 4,876,000	$ 4,193,800		$ 3,285,500- $ 4,913,100		
7. Non Broadcast Revenue	96,300		58,700- 148,900	101,300		59,100- 148,900		
8. Trade-outs & Barter	82,800		47,300- 112,400	82,800		47,300- 112,400		
9. TOTAL BROADCAST EXPENSE	$ 3,180,800	100.0%	$ 2,604,300-$ 3,855,000	$ 3,414,200	100.0%	$ 2,604,300- $ 4,009,000		100.0%
From:								
10. Technical	372,100	11.7%	281,300- 470,000	396,100	11.6%	292,300- 522,300		
11. Program	1,145,100	36.0%	825,300- 1,225,400	1,225,700	35.9%	923,300- 1,228,500		
12. Selling[c]	464,400	14.6%	348,600- 596,200	512,100	15.0%	371,600- 597,500		
13. General & Administrative	1,199,200	37.7%	931,300- 1,414,400	1,280,300	37.5%	931,300- 1,337,600		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 1,253,200	100.0%	$ 1,006,500-$ 1,455,500	$ 1,375,900	100.0%	$ 1,028,500- $ 1,490,200		100.0%
From:								
15. Technical	206,800	16.5%	139,100- 315,600	231,200	16.8%	142,200- 315,600		
16. Program	597,800	47.7%	403,700- 663,000	643,900	46.8%	462,000- 663,000		
17. Selling	268,200	21.4%	192,900- 314,100	295,800	21.5%	209,300- 315,000		
18. General & Administrative	180,400	14.4%	108,400- 283,500	205,000	14.9%	114,900- 285,300		
19. Cost of Outside News Service	$ 24,300		$ 18,000-$ 35,600	$ 25,700		$ 18,300- $ 37,200		
20. Music License Fees	$ 65,900		$ 51,600-$ 84,100	$ 66,200		$ 53,700- $ 85,200		
21. Depreciation & Amortization	$ 242,700		$ 194,500-$ 323,100	$ 242,700		$ 195,200- $ 323,100		
22. Interest	$ 35,200		$ 0-$ 123,400	$ 24,200		$ 0- $ 102,300		
23. Film & Tape Rental Expense	$ 215,800		$ 159,100-$ 291,200	$ 216,000		$ 164,000- $ 292,200		
24. PROFIT (Before Federal Income tax)	$ 707,200		$ 350,100-$ 1,116,200	$ 779,600		$ 428,000- $ 1,347,800		
25. FULLTIME EMPLOYMENT	70		60- 83	71		61- 83		

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 33 AFFILIATE REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 9 (ADI 101-125)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (53)			PROFIT—ONLY STATIONS (41)			YOUR STATION	
Line No.	Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3	Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6	Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		21.46%	0.71%-31.33%		25.88%	17.38%- 33.56%		____%
2. TOTAL TIME SALES	$ 3,653,900	100.0%	$ 2,842,800-$ 4,619,900	$ 3,996,100	100.0%	$ 3,120,200- $ 4,718,600	________	100.0%
From:								
3. Network Compensation	361,700	9.9%	256,100- 654,200	471,600	11.8%	292,400- 725,200	________	____
4. National & Regional Advertisers	1,417,700	38.8%	1,003,700- 1,912,400	1,614,400	40.4%	1,154,500- 2,031,900	________	____
5. Local Advertisers	1,874,500	51.3%	1,225,500- 2,083,200	1,910,100	47.8%	1,550,100- 2,129,200	________	____
6. TOTAL BROADCAST REVENUE[b]	$ 3,294,100		$ 2,569,800-$ 4,113,000	$ 3,577,500		$ 2,842,400- $ 4,275,600	________	
7. Non Broadcast Revenue	71,500		39,100- 142,700	82,100		39,100- 146,200	________	
8. Trade-outs & Barter	60,800		33,600- 119,900	49,000		31,400- 118,200	________	
9. TOTAL BROADCAST EXPENSE	$ 2,587,200	100.0%	$ 2,127,800-$ 3,109,700	$ 2,651,600	100.0%	$ 2,167,400- $ 3,109,700	________	100.0%
From:								
10. Technical	271,700	10.5%	203,100- 311,800	278,400	10.5%	211,900- 319,800	________	____
11. Program	944,300	36.5%	684,500- 1,085,900	999,700	37.7%	705,600- 1,100,300	________	____
12. Selling[c]	393,200	15.2%	273,600- 503,100	397,700	15.0%	276,600- 514,600	________	____
13. General & Administrative	978,000	37.8%	741,700- 1,290,700	975,800	36.8%	741,700- 1,285,300	________	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 919,500	100.0%	$ 765,400-$ 1,225,300	$ 946,400	100.0%	$ 858,000- $ 1,250,300	________	100.0%
From:								
15. Technical	148,000	16.1%	98,800- 180,900	150,500	15.9%	115,400- 182,500	________	____
16. Program	419,300	45.6%	320,200- 534,900	430,600	45.5%	367,200- 541,000	________	____
17. Selling	213,300	23.2%	183,800- 274,100	224,300	23.7%	188,200- 280,400	________	____
18. General & Administrative	138,900	15.1%	110,500- 201,400	141,000	14.9%	121,900- 201,400	________	____
19. Cost of Outside News Service	$ 20,100		$ 11,700-$ 31,500	$ 22,300		$ 15,600- $ 36,800	________	
20. Music License Fees	$ 49,400		$ 37,100-$ 69,000	$ 54,900		$ 40,300- $ 71,300	________	
21. Depreciation & Amortization	$ 295,200		$ 168,200-$ 424,600	$ 261,800		$ 167,100- $ 391,500	________	
22. Interest	$ 21,700		$ 0-$ 135,900	$ 15,200		$ 0- $ 84,900	________	
23. Film & Tape Rental Expense	$ 187,200		$ 136,700-$ 260,000	$ 206,700		$ 142,600- $ 260,000	________	
24. PROFIT (Before Federal income tax)	$ 706,900		$ 21,000-$ 1,264,600	$ 925,900		$ 474,500- $ 1,353,500	________	
25. FULLTIME EMPLOYMENT	61		46- 73	64		51- 74	________	

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 34 AFFILIATE REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 10 (ADI 126-150)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (40)			PROFIT—ONLY STATIONS (33)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		15.41%	7.48%-23.78%		16.13%	11.67%- 27.43%		%
2. TOTAL TIME SALES	$ 2,681,500	100.0%	$ 1,882,000-$ 3,393,300	$ 2,741,400	100.0%	$ 2,321,500- $ 3,801,300		100.0%
From:								
3. Network Compensation	375,400	14.0%	205,900- 556,800	446,800	16.3%	248,700- 604,900		
4. National & Regional Advertisers	1,134,300	42.3%	677,100- 1,287,000	1,129,500	41.2%	731,300- 1,368,900		
5. Local Advertisers	1,171,800	43.7%	875,500- 1,574,900	1,165,100	42.5%	875,500- 1,649,700		
6. TOTAL BROADCAST REVENUE[b]	$ 2,481,400		$ 1,731,200-$ 3,037,000	$ 2,492,800		$ 2,110,100- $ 3,449,800		
7. Non Broadcast Revenue	77,700		44,500- 117,200	79,600		45,800- 119,200		
8. Trade-outs & Barter	44,100		29,900- 69,400	44,800		31,300- 63,900		
9. TOTAL BROADCAST EXPENSE	$ 2,099,000	100.0%	$ 1,448,000-$ 2,634,900	$ 2,090,700	100.0%	$ 1,518,100- $ 2,634,900		100.0%
From:								
10. Technical	235,100	11.2%	172,800- 277,300	234,200	11.2%	169,500- 285,100		
11. Program	675,900	32.2%	407,800- 824,800	675,300	32.3%	433,700- 834,700		
12. Selling[c]	249,800	11.9%	195,000- 365,300	246,700	11.8%	197,500- 378,300		
13. General & Administrative	938,200	44.7%	601,600- 1,206,900	934,500	44.7%	637,200- 1,153,000		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 720,400	100.0%	$ 542,300-$ 993,500	$ 808,700	100.0%	$ 598,000- $ 1,019,400		100.0%
From:								
15. Technical	136,900	19.0%	95,700- 168,000	152,000	18.8%	105,100- 171,500		
16. Program	304,700	42.3%	205,500- 426,400	355,800	44.0%	217,000- 430,300		
17. Selling	159,900	22.2%	130,000- 206,100	172,300	21.3%	131,500- 210,900		
18. General & Administrative	118,900	16.5%	92,900- 177,000	128,600	15.9%	97,900- 198,700		
19. Cost of Outside News Service	$ 15,800		$ 8,000-$ 21,900	$ 16,000		$ 8,000- $ 21,900		
20. Music License Fees	$ 34,100		$ 22,800-$ 54,900	$ 35,300		$ 27,100- $ 55,400		
21. Depreciation & Amortization	$ 217,700		$ 137,800-$ 361,500	$ 209,100		$ 120,700- $ 321,600		
22. Interest	$ 40,500		$ 700-$ 138,000	$ 21,600		$ 0- $ 94,600		
23. Film & Tape Rental Expense	$ 104,900		$ 66,000-$ 140,300	$ 110,800		$ 80,700- $ 146,400		
24. PROFIT (Before Federal income tax)	$ 382,400		$ 148,300-$ 727,100	$ 402,100		$ 230,600- $ 810,100		
25. FULLTIME EMPLOYMENT	44		38- 60	49		40- 60		

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 35 AFFILIATE REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 11 (ADI 151-175)

REVENUE AND EXPENSE ITEMS	*ALL STATIONS (27)*			*PROFIT—ONLY STATIONS (23)*			*YOUR STATION*	
Line No.	*Typical Dollar Figures Col. 1*	*Typical Percent Figures Col. 2*	*Middle 50% Range Col. 3*	*Typical Dollar Figures Col. 4*	*Typical Percent Figures Col. 5*	*Middle 50% Range Col. 6*	*Dollar Figures Col. 7*	*Percent Figures Col. 8*
1. PROFIT MARGIN[a]		21.73%	6.89%-29.27%		22.95%	14.23%- 35.49%		___%
2. TOTAL TIME SALES	$ 2,311,000	100.0%	$ 1,564,200-$ 2,862,200	$ 2,457,400	100.0%	$ 1,773,700- $ 2,864,800	______	100.0%
From:								
3. Network Compensation	374,400	16.2%	204,900- 441,700	410,400	16.7%	317,200- 448,200	______	______
4. National & Regional Advertisers	933,600	40.4%	630,400- 1,153,700	1,032,100	42.0%	722,100- 1,204,800	______	______
5. Local Advertisers	1,003,000	43.4%	634,900- 1,198,800	1,014,900	41.3%	759,500- 1,255,500	______	______
6. TOTAL BROADCAST REVENUE[b]	$ 2,222,400		$ 1,431,400-$ 2,560,700	$ 2,324,500		$ 1,568,200- $ 2,598,100	______	
7. Non Broadcast Revenue	40,500		24,000- 85,500	40,600		27,400- 108,600	______	
8. Trade-outs & Barter	41,900		16,900- 54,700	40,500		14,800- 54,000	______	
9. TOTAL BROADCAST EXPENSE	$ 1,739,500	100.0%	$ 1,275,500-$ 1,927,900	$ 1,791,000	100.0%	$ 1,319,400- $ 2,095,100	______	100.0%
From:								
10. Technical	201,800	11.6%	142,100- 316,100	202,400	11.3%	150,300- 316,100	______	______
11. Program	511,400	29.4%	370,300- 589,700	539,100	30.1%	370,300- 610,800	______	______
12. Selling[c]	252,200	14.5%	165,100- 304,100	272,200	15.2%	170,100- 307,700	______	______
13. General & Administrative	774,100	44.5%	509,000- 836,100	777,300	43.4%	510,900- 881,800	______	______
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 697,000	100.0%	$ 442,200-$ 871,100	$ 747,000	100.0%	$ 545,000- $ 920,800	______	100.0%
From:								
15. Technical	109,400	15.7%	80,600- 141,100	109,000	14.6%	88,100- 149,200	______	______
16. Program	292,700	42.0%	178,700- 352,200	306,300	41.0%	181,800- 359,800	______	______
17. Selling	168,000	24.1%	92,700- 207,700	193,500	25.9%	107,000- 225,700	______	______
18. General & Administrative	126,900	18.2%	59,700- 156,500	138,200	18.5%	56,300- 159,400	______	______
19. Cost of Outside News Service	$ 11,100		$ 5,900-$ 17,300	$ 10,800		$ 5,700- $ 17,300	______	
20. Music License Fees	$ 33,000		$ 18,800-$ 45,100	$ 37,600		$ 19,200- $ 45,500	______	
21. Depreciation & Amortization	$ 150,500		$ 102,200-$ 201,300	$ 153,200		$ 102,200- $ 205,100	______	
22. Interest	$ 300		$ 0-$ 36,900	1 0		$ 0- $ 32,100	______	
23. Film & Tape Rental Expense	$ 56,300		$ 37,400-$ 93,800	$ 54,600		$ 37,400- $ 93,800	______	
24. PROFIT (Before Federal Income tax)	$ 482,900		$ 126,000-$ 701,600	$ 533,500		$ 309,100- $ 889,000	______	
25. FULLTIME EMPLOYMENT	41		30- 50	45		34- 52	______	

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 36 AFFILIATE REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 12 (ADI 176 & over)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (31)			PROFIT—ONLY STATIONS (24)			YOUR STATION	
Line No.	Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3	Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6	Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		12.07%	0.39%-20.43%		15.20%	6.23%- 20.60%		____%
2. TOTAL TIME SALES	$ 1,163,400	100.0%	$ 803,500-$ 2,117,800	$ 1,421,900	100.0%	$ 950,400- $ 2,319,800	____	100.0%
From:								
3. Network Compensation	138,400	11.9%	53,200- 186,000	147,900	10.4%	59,800- 213,800	____	____
4. National & Regional Advertisers	438,600	37.7%	288,000- 1,059,600	628,500	44.2%	414,900- 1,144,900	____	____
5. Local Advertisers	586,400	50.4%	428,600- 883,500	645,500	45.4%	479,200- 908,100	____	____
6. TOTAL BROADCAST REVENUE[b]	$ 1,087,200		$ 762,400-$ 1,907,400	$ 1,299,500		$ 897,400- $ 2,126,300	____	
7. Non Broadcast Revenue	36,900		19,700- 55,900	37,900		19,800- 60,700	____	
8. Trade-outs & Barter	27,800		13,600- 45,400	30,700		13,600- 47,500	____	
9. TOTAL BROADCAST EXPENSE	$ 956,000	100.0%	$ 777,700-$ 1,579,100	$ 1,102,000	100.0%	$ 780,100- $ 1,529,600	____	100.0%
From:								
10. Technical	141,500	14.8%	103,900- 219,000	168,600	15.3%	104,800- 226,100	____	____
11. Program	295,400	30.9%	247,700- 456,100	371,400	33.7%	237,300- 474,100	____	____
12. Selling[c]	142,400	14.9%	119,600- 221,400	149,900	13.6%	120,300- 234,600	____	____
13. General & Administrative	376,700	39.4%	298,900- 759,000	412,100	37.4%	307,200- 684,800	____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 386,300	100.0%	$ 332,700-$ 604,000	$ 459,300	100.0%	$ 351,400- $ 624,900	____	100.0%
From:								
15. Technical	64,900	16.8%	54,200- 126,600	83,600	18.2%	58,100- 132,400	____	____
16. Program	156,500	40.5%	111,500- 253,000	181,900	39.6%	112,400- 256,400	____	____
17. Selling	95,400	24.7%	79,300- 148,500	107,500	23.4%	80,900- 157,800	____	____
18. General & Administrative	69,500	18.0%	52,100- 94,100	86,300	18.8%	62,000- 97,500	____	____
19. Cost of Outside News Service	$ 9,500		$ 5,800-$ 14,400	$ 10,800		$ 5,600- $ 18,200	____	
20. Music License Fees	$ 18,800		$ 13,500-$ 33,300	$ 24,100		$ 14,400- $ 33,400	____	
21. Depreciation & Amortization	$ 94,900		$ 59,800-$ 175,300	$ 91,800		$ 57,000- $ 154,600	____	
22. Interest	$ 23,000		$ 1,800-$ 104,100	$ 9,600		$ 0- $ 58,100	____	
23. Film & Tape Rental Expense	$ 48,500		$ 20,000-$ 87,300	$ 49,800		$ 20,400- $ 87,300	____	
24. PROFIT (Before Federal income tax)	$ 131,200		$ 2,400-$ 332,400	$ 197,500		$ 68,200- $ 363,900	____	
25. FULLTIME EMPLOYMENT	30		22- 41	31		22- 41	____	

[a] Derived from each station's gross profit divided by total revenue.
[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.
[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 37 AFFILIATE REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 1 ($15 million & over)

REVENUE AND EXPENSE ITEMS	*ALL STATIONS (41)*			*PROFIT—ONLY STATIONS (41)*			*YOUR STATION*	
	Typical Dollar Figures	*Typical Percent Figures*	*Middle 50% Range*	*Typical Dollar Figures*	*Typical Percent Figures*	*Middle 50% Range*	*Dollar Figures*	*Percent Figures*
Line No.	*Col. 1*	*Col. 2*	*Col. 3*	*Col. 4*	*Col. 5*	*Col. 6*	*Col. 7*	*Col. 8*
1. PROFIT MARGIN[a]		38.03%	32.67%-46.53%					____%
2. TOTAL TIME SALES	$ 24,626,400	100.0%	$ 19,768,400-$ 33,141,700				____	100.0%
From:								
3. Network Compensation	1,305,200	5.3%	992,500- 1,859,500				____	____
4. National & Regional Advertisers	12,781,100	51.9%	10,972,300- 17,876,600				____	____
5. Local Advertisers	10,540,100	42.8%	7,900,600- 13,724,400				____	____
6. TOTAL BROADCAST REVENUE[b]	$ 20,933,600		$ 16,724,000-$ 29,809,600				____	
7. Non Broadcast Revenue	194,500		88,100- 531,300				____	
8. Trade-outs & Barter	427,200		144,200- 644,600				____	
9. TOTAL BROADCAST EXPENSE	$ 12,972,600	100.0%	$ 10,512,200-$ 16,297,700				____	100.0%
From:								
10. Technical	1,271,300	9.8%	864,600- 1,708,200				____	____
11. Program	6,123,100	47.2%	4,579,800- 7,989,900				____	____
12. Selling[c]	1,868,000	14.4%	1,365,500- 2,322,700				____	____
13. General & Administrative	3,710,200	28.6%	2,874,600- 4,778,900	**SAME AS ALL STATIONS**			____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 4,543,000	100.0%	$ 3,869,600-$ 6,586,300				____	100.0%
From:								
15. Technical	963,100	21.2%	696,400- 1,382,100				____	____
16. Program	2,362,400	52.0%	1,925,300- 3,771,400				____	____
17. Selling	722,300	15.9%	617,400- 905,000				____	____
18. General & Administrative	495,200	10.9%	326,900- 652,500				____	____
19. Cost of Outside News Service	$ 107,200		$ 75,600-$ 164,400				____	
20. Music License Fees	$ 339,900		$ 275,300-$ 472,700				____	
21. Depreciation & Amortization	$ 709,800		$ 554,300-$ 914,700				____	
22. Interest	$ 0		$ 0-$ 20,300				____	
23. Film & Tape Rental Expense	$ 1,515,100		$ 1,188,800-$ 2,651,700				____	
24. PROFIT (Before Federal income tax)	$ 7,961,000		$ 6,007,300-$ 11,857,600				____	
25. FULLTIME EMPLOYMENT	179		153- 229				____	

[a] Derived from each station's gross profit divided by total revenue.
[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.
[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 38 AFFILIATE REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 2 ($10 million-$15 million)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (31)			PROFIT—ONLY STATIONS (31)			YOUR STATION	
Line No.	Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3	Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6	Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		34.26%	25.65%-39.53%					%
2. TOTAL TIME SALES	$ 13,785,100	100.0%	$ 13,002,500-$ 14,848,100	SAME AS ALL STATIONS				100.0%
From:								
3. Network Compensation	909,800	6.6%	739,800- 1,063,900					
4. National & Regional Advertisers	6,616,900	48.0%	5,876,100- 8,011,300					
5. Local Advertisers	6,258,400	45.4%	4,936,700- 6,889,100					
6. TOTAL BROADCAST REVENUE[b]	$ 11,734,600		$ 11,378,100-$ 12,524,200					
7. Non Broadcast Revenue	216,100		131,900- 321,000					
8. Trade-outs & Barter	221,300		130,400- 331,100					
9. TOTAL BROADCAST EXPENSE	$ 7,714,300	100.0%	$ 7,081,000-$ 9,255,700					100.0%
From:								
10. Technical	794,600	10.3%	664,400- 1,134,600					
11. Program	3,348,000	43.4%	2,967,800- 4,054,200					
12. Selling[c]	1,002,800	13.0%	879,600- 1,221,600					
13. General & Administrative	2,568,900	33.3%	2,069,600- 2,818,200					
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 2,876,700	100.0%	$ 2,219,200-$ 3,364,000					100.0%
From:								
15. Technical	584,000	20.3%	445,400- 766,200					
16. Program	1,406,700	48.9%	1,011,800- 1,686,900					
17. Selling	552,300	19.2%	433,600- 576,500					
18. General & Administrative	333,700	11.6%	246,300- 460,400					
19. Cost of Outside News Service	$ 75,800		$ 63,700-$ 87,600					
20. Music License Fees	$ 200,900		$ 179,000-$ 235,200					
21. Depreciation & Amortization	$ 562,500		$ 486,000-$ 829,900					
22. Interest	$ 500		$ 0-$ 174,300					
23. Film & Tape Rental Expense	$ 981,900		$ 834,400-$ 1,231,500					
24. PROFIT (Before Federal income tax)	$ 4,020,300		$ 2,690,900-$ 4,841,200					
25. FULLTIME EMPLOYMENT	127		108- 153					

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 39 **AFFILIATE REVENUE AND EXPENSE YARDSTICKS** **REVENUE SIZE 3 ($7 million-$10 million)**

REVENUE AND EXPENSE ITEMS	*ALL STATIONS (40)*			*PROFIT—ONLY STATIONS (36)*			*YOUR STATION*	
	Typical Dollar Figures	*Typical Percent Figures*	*Middle 50% Range*	*Typical Dollar Figures*	*Typical Percent Figures*	*Middle 50% Range*	*Dollar Figures*	*Percent Figures*
Line No.	*Col. 1*	*Col. 2*	*Col. 3*	*Col. 4*	*Col. 5*	*Col. 6*	*Col. 7*	*Col. 8*
1. PROFIT MARGIN[a]		31.80%	20.31%-41.20%		34.90%	25.00%- 42.84%		____%
2. TOTAL TIME SALES	$ 9,014,300	100.0%	$ 8,456,000-$ 10,614,100	$ 8,976,100	100.0%	$ 8,410,800- $10,607,900	____	100.0%
From:								
3. Network Compensation	847,400	9.4%	580,700- 1,165,000	780,9[illegible]	[illegible].7%	580,700- 1,155,500	____	____
4. National & Regional Advertisers	4,119,500	45.7%	3,469,200- 4,964,300	4,102,10[illegible]	45.7%	3,318,600- 4,673,400	____	____
5. Local Advertisers	4,047,400	44.9%	3,627,200- 4,806,600	4,093,100	45.6%	3,874,300- 4,917,900	____	____
6. TOTAL BROADCAST REVENUE[b]	$ 7,748,000		$ 7,226,600-$ 9,295,700	$ 7,659,000		$ 7,226,600- $ 9,295,700	____	
7. Non Broadcast Revenue	182,000		113,400- 291,900	182,000		115,600- 277,000	____	
8. Trade-outs & Barter	138,100		83,800- 234,100	129,200		80,800- 228,000	____	
9. TOTAL BROADCAST EXPENSE	$ 5,284,100	100.0%	$ 4,664,200-$ 7,241,600	$ 4,986,000	100.0%	$ 4,632,700- $ 5,921,400	____	100.0%
From:								
10. Technical	560,100	10.6%	449,200- 687,900	523,500	10.5%	429,400- 669,500	____	____
11. Program	2,214,100	41.9%	1,887,400- 2,422,900	2,109,100	42.3%	1,887,400- 2,394,700	____	____
12. Selling[c]	755,600	14.3%	612,400- 913,900	693,100	13.9%	595,000- 847,200	____	____
13. General & Administrative	1,754,300	33.2%	1,469,600- 2,693,600	1,660,300	33.3%	1,458,100- 2,186,800	____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 2,100,400	100.0%	$ 1,809,600-$ 2,333,700	$ 1,973,000	100.0%	$ 1,789,300- $ 2,254,400	____	100.0%
From:								
15. Technical	388,600	18.5%	300,900- 456,300	365,000	18.5%	286,700- 456,300	____	____
16. Program	1,012,400	48.2%	858,100- 1,172,300	956,900	48.5%	836,400- 1,126,000	____	____
17. Selling	426,400	20.3%	341,200- 457,300	400,500	20.3%	335,700- 454,800	____	____
18. General & Administrative	273,000	13.0%	172,200- 324,900	250,600	12.7%	163,800- 309,200	____	____
19. Cost of Outside News Service	$ 50,400		$ 40,200-$ 64,400	$ 50,400		$ 38,700- $ 64,400	____	
20. Music License Fees	$ 136,200		$ 114,600-$ 155,400	$ 135,100		$ 114,600- $ 153,600	____	
21. Depreciation & Amortization	$ 374,700		$ 296,300-$ 634,700	$ 367,700		$ 291,300- $ 572,800	____	
22. Interest	$ 6,800		$ 0-$ 182,700	$ 1,500		$ 0- $ 24,200	____	
23. Film & Tape Rental Expense	$ 619,800		$ 447,700-$ 749,800	$ 599,400		$ 447,700- $ 727,600	____	
24. PROFIT (Before Federal income tax)	$ 2,463,900		$ 1,539,100-$ 3,218,100	$ 2,673,000		$ 1,950,900- $ 3,262,200	____	
25. FULLTIME EMPLOYMENT	103		92- 109	103		92- 109	____	

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[a] Derived from each station's gross profit divided by total revenue.
[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c] Includes all promotion; excludes agency and rep. commissions.
[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 40 AFFILIATE REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 4 ($5 million-$7 million)

	ALL STATIONS (34)			PROFIT—ONLY STATIONS (30)			YOUR STATION	
REVENUE AND EXPENSE ITEMS Line No.	Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3	Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6	Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		25.86%	13.24%-35.75%		28.54%	18.25%- 36.74%		____%
2. TOTAL TIME SALES	$ 6,741,200	100.0%	$ 6,117,700-$ 7,254,000	$ 6,787,200	100.0%	$ 6,117,700- $ 7,282,100	______	100.0%
From:								
3. Network Compensation	573,000	8.5%	499,400- 722,300	583,700	8.6%	513,000- 746,900	______	______
4. National & Regional Advertisers	2,932,400	43.5%	2,448,000- 3,322,500	2,918,500	43.0%	2,448,000- 3,371,900	______	______
5. Local Advertisers	3,235,800	48.0%	2,600,300- 3,639,900	3,285,000	48.4%	2,600,300- 3,639,900	______	______
6. TOTAL BROADCAST REVENUE[b]	$ 5,932,800		$ 5,308,600-$ 6,293,400	$ 5,989,900		$ 5,368,100- $ 6,298,700	______	
7. Non Broadcast Revenue	129,000		73,800- 226,600	133,600		88,300- 228,900	______	
8. Trade-outs & Barter	110,400		64,000- 209,800	99,100		59,600- 189,400	______	
9. TOTAL BROADCAST EXPENSE	$ 4,398,600	100.0%	$ 3,892,300-$ 4,915,300	$ 4,280,400	100.0%	$ 3,771,900- $ 4,721,400	______	100.0%
From:								
10. Technical	444,300	10.1%	359,800- 576,600	432,300	10.1%	347,500- 576,600	______	______
11. Program	1,755,000	39.9%	1,317,900- 2,059,100	1,712,200	40.0%	1,258,600- 2,031,200	______	______
12. Selling[c]	593,800	13.5%	470,800- 664,300	586,400	13.7%	470,800- 720,300	______	______
13. General & Administrative	1,605,500	36.5%	1,336,400- 1,815,100	1,549,500	36.2%	1,328,200- 1,757,000	______	______
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 1,624,800	100.0%	$ 1,380,800-$ 1,930,700	$ 1,576,000	100.0%	$ 1,342,100- $ 1,930,700	______	100.0%
From:								
15. Technical	297,300	18.3%	210,800- 400,700	274,200	17.4%	207,700- 400,700	______	______
16. Program	778,300	47.9%	587,200- 900,500	756,500	48.0%	584,200- 887,200	______	______
17. Selling	338,000	20.8%	258,200- 409,400	338,800	21.5%	256,400- 409,400	______	______
18. General & Administrative	211,200	13.0%	163,800- 278,900	206,500	13.1%	160,400- 286,300	______	______
19. Cost of Outside News Service	$ 39,700		$ 27,700-$ 51,900	$ 38,600		$ 25,700- $ 52,500	______	
20. Music License Fees	$ 94,900		$ 84,700-$ 108,800	$ 94,900		$ 85,500- $ 107,300	______	
21. Depreciation & Amortization	$ 324,500		$ 260,900-$ 578,700	$ 308,200		$ 255,100- $ 509,300	______	
22. Interest	$ 600		$ 0-$ 237,500	$ 0		$ 0- $ 69,000	______	
23. Film & Tape Rental Expense	$ 405,400		$ 262,500-$ 682,200	$ 376,500		$ 249,500- $ 659,300	______	
24. PROFIT (Before Federal income tax)	$ 1,534,200		$ 707,100-$ 2,084,400	$ 1,709,500		$ 953,800- $ 2,148,000	______	
25. FULLTIME EMPLOYMENT	86		77- 98	86		76- 99	______	

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 41 AFFILIATE REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 5 ($4 million-$5 million)

	ALL STATIONS (45)			PROFIT—ONLY STATIONS (43)			YOUR STATION	
REVENUE AND EXPENSE ITEMS Line No.	Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3	Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6	Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		28.17%	17.91%- 35.55%		26.21%	15.06%-34.94%		____%
2. TOTAL TIME SALES	$ 5,164,900	100.0%	$ 4,873,500-$ 5,466,600	$ 5,164,900	100.0%	$ 4,890,200- $ 5,458,300	____	100.0%
From:								
3. Network Compensation	532,000	10.3%	408,300- 763,800	532,000	10.3%	410,900- 741,400	____	____
4. National & Regional Advertisers	2,324,200	45.0%	1,938,000- 2,512,800	2,324,200	45.0%	1,939,700- 2,520,500	____	____
5. Local Advertisers	2,308,700	44.7%	1,982,200- 2,820,600	2,308,700	44.7%	1,950,400- 2,779,200	____	____
6. TOTAL BROADCAST REVENUE[b]	$ 4,506,600		$ 4,314,300-$ 4,823,100	$ 4,506,600		$ 4,315,000- $ 4,829,000	____	
7. Non Broadcast Revenue	91,900		58,200- 151,300	98,700		58,700- 153,700	____	
8. Trade-outs & Barter	79,900		53,200- 144,500	74,200		52,000- 128,100	____	
9. TOTAL BROADCAST EXPENSE	$ 3,325,400	100.0%	$ 2,950,500-$ 3,779,400	$ 3,237,100	100.0%	$ 2,933,500- $ 3,738,000	____	100.0%
From:								
10. Technical	359,100	10.8%	280,600- 431,000	352,900	10.9%	279,900- 424,400	____	____
11. Program	1,210,500	36.4%	1,012,200- 1,437,300	1,184,800	36.6%	1,015,400- 1,416,300	____	____
12. Selling[c]	508,800	15.3%	376,200- 604,700	492,000	15.2%	375,800- 599,400	____	____
13. General & Administrative	1,247,000	37.5%	1,029,800- 1,335,900	1,207,400	37.3%	1,028,800- 1,330,200	____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 1,311,200	100.0%	$ 1,123,600-$ 1,560,000	$ 1,302,000	100.0%	$ 1,120,800- $ 1,548,200	____	100.0%
From:								
15. Technical	230,800	17.6%	150,500- 288,100	227,900	17.5%	142,700- 287,600	____	____
16. Program	576,900	44.0%	510,600- 725,800	578,100	44.4%	510,700- 716,200	____	____
17. Selling	291,100	22.2%	245,400- 324,800	283,800	21.8%	243,000- 319,900	____	____
18. General & Administrative	212,400	16.2%	134,800- 294,400	212,200	16.3%	134,000- 280,100	____	____
19. Cost of Outside News Service	$ 31,500		$ 22,900-$ 45,900	$ 31,500		$ 23,000- $ 45,300	____	
20. Music License Fees	$ 78,700		$ 65,000-$ 87,800	$ 78,700		$ 65,200- $ 87,600	____	
21. Depreciation & Amortization	$ 305,400		$ 209,400-$ 422,000	$ 299,800		$ 208,800- $ 398,000	____	
22. Interest	$ 14,800		$ 0-$ 130,900	$ 2,700		$ 0- $ 102,700	____	
23. Film & Tape Rental Expense	$ 305,200		$ 212,900-$ 371,600	$ 304,300		$ 210,600- $ 366,300	____	
24. PROFIT (Before Federal income tax)	$ 1,181,200		$ 652,800-$ 1,602,700-	$ 1,269,500		$ 763,700- $ 1,609,200	____	
25. FULLTIME EMPLOYMENT	77		65- 82	77		65- 82	____	

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 42 AFFILIATE REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 6 ($3 million-$4 million)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (50)			PROFIT—ONLY STATIONS (48)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		21.57%	12.51%-27.66%		21.73%	14.00%- 27.66%		____%
2. TOTAL TIME SALES	$ 4,041,800	100.0%	$ 3,680,700-$ 4,407,400	$ 4,047,500	100.0%	$ 3,680,700- $ 4,407,400	______	100.0%
From:								
3. Network Compensation	444,600	11.0%	322,600- 545,600	453,300	11.2%	341,400- 545,600	______	____
4. National & Regional Advertisers	1,689,500	41.8%	1,318,000- 2,154,400	1,687,800	41.7%	1,333,000- 2,033,700	______	____
5. Local Advertisers	1,907,700	47.2%	1,493,600- 2,196,500	1,906,400	47.1%	1,555,500- 2,177,400	______	____
6. TOTAL BROADCAST REVENUE[b]	$ 3,550,000		$ 3,240,800-$ 3,841,500	$ 3,585,100		$ 3,258,600- $ 3,841,500	______	
7. Non Broadcast Revenue	95,300		60,300- 145,200	95,300		62,300- 138,500	______	
8. Trade-outs & Barter	58,800		27,600- 100,300	58,800		28,700- 99,400	______	
9. TOTAL BROADCAST EXPENSE	$ 2,784,300	100.0%	$ 2,417,400-$ 3,181,900	$ 2,806,100	100.0%	$ 2,417,400- $ 3,101,400	______	100.0%
From:								
10. Technical	320,200	11.5%	238,200- 425,400	325,500	11.6%	238,200- 418,000	______	____
11. Program	996,800	35.8%	826,900- 1,123,500	1,007,400	35.9%	826,900- 1,089,100	______	____
12. Selling[c]	434,300	15.6%	294,200- 484,300	443,400	15.8%	294,200- 484,300	______	____
13. General & Administrative	1,033,000	37.1%	832,300- 1,296,600	1,029,800	36.7%	832,300- 1,218,400	______	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 1,105,400	100.0%	$ 939,900-$ 1,298,800	$ 1,104,500	100.0%	$ 939,900- $ 1,285,200	______	100.0%
From:								
15. Technical	179,100	16.2%	140,000- 226,600	180,000	16.3%	140,000- 218,600	______	____
16. Program	506,300	45.8%	404,400- 586,200	501,500	45.4%	404,400- 575,900	______	____
17. Selling	266,400	24.1%	188,600- 310,000	266,200	24.1%	190,800- 310,000	______	____
18. General & Administrative	153,600	13.9%	117,600- 259,000	156,800	14.2%	120,000- 259,000	______	____
19. Cost of Outside News Service	$ 23,600		$ 14,800-$ 33,900	$ 23,000		$ 14,800- $ 33,900	______	
20. Music License Fees	$ 56,100		$ 50,400-$ 68,100	$ 56,400		$ 50,400- $ 68,100	______	
21. Depreciation & Amortization	$ 241,000		$ 190,300-$ 326,100	$ 241,000		$ 193,800- $ 322,000	______	
22. Interest	$ 12,700		$ 0-$ 57,600	$ 8,600		$ 0- $ 54,400	______	
23. Film & Tape Rental Expense	$ 201,900		$ 146,600-$ 280,000	$ 192,100		$ 146,600- $ 269,500	______	
24. PROFIT (Before Federal income tax)	$ 765,700		$ 444,800-$ 1,033,700	$ 779,000		$ 470,400- $ 1,033,700	______	
25. FULLTIME EMPLOYMENT	65		55- 72	65		55- 72	______	

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[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 43 AFFILIATE REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 7 ($2 million-$3 million)

	ALL STATIONS (56)			PROFIT—ONLY STATIONS (49)			YOUR STATION	
REVENUE AND EXPENSE ITEMS Line No.	*Typical Dollar Figures Col. 1*	*Typical Percent Figures Col. 2*	*Middle 50% Range Col. 3*	*Typical Dollar Figures Col. 4*	*Typical Percent Figures Col. 5*	*Middle 50% Range Col. 6*	*Dollar Figures Col. 7*	*Percent Figures Col. 8*
1. PROFIT MARGIN[a]		16.94%	9.87%-26.51%		19.36%	13.87%- 26.87%		____%
2. TOTAL TIME SALES	$ 2,832,100	100.0%	$ 2,489,900-$ 3,037,900	$ 2,778,500	100.0%	$ 2,483,800- $ 3,070,400	________	100.0%
From:								
3. Network Compensation	382,300	13.5%	272,400- 487,200	386,200	13.9%	291,000- 523,800	________	____
4. National & Regional Advertisers	1,195,200	42.2%	1,014,400- 1,331,500	1,178,100	42.4%	1,003,700- 1,331,500	________	____
5. Local Advertisers	1,254,600	44.3%	985,500- 1,526,500	1,214,200	43.7%	967,200- 1,526,500	________	____
6. TOTAL BROADCAST REVENUE[b]	$ 2,539,900		$ 2,323,000-$ 2,763,700	$ 2,535,900		$ 2,318,100- $ 2,769,300	________	
7. Non Broadcast Revenue	64,300		35,300- 112,700	63,700		35,300- 112,700	________	
8. Trade-outs & Barter	54,800		38,000- 76,500	51,300		36,900- 66,200	________	
9. TOTAL BROADCAST EXPENSE	$ 2,109,600	100.0%	$ 1,815,500-$ 2,387,700	$ 2,044,900	100.0%	$ 1,758,700- $ 2,201,500	________	100.0%
From:								
10. Technical	253,200	12.0%	181,800- 302,500	257,700	12.6%	181,800- 311,900	________	____
11. Program	666,600	31.6%	531,000- 764,500	646,200	31.6%	514,500- 699,700	________	____
12. Selling[c]	303,800	14.4%	219,600- 352,100	274,000	13.4%	215,800- 349,900	________	____
13. General & Administrative	886,000	42.0%	671,100- 1,095,500	867,000	42.4%	665,200- 941,200	________	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 795,500	100.0%	$ 659,300-$ 927,000	$ 777,300	100.0%	$ 656,200- $ 918,100	________	100.0%
From:								
15. Technical	146,400	18.4%	98,600- 174,400	145,400	18.7%	100,600- 174,400	________	____
16. Program	342,000	43.0%	247,100- 393,300	328,000	42.2%	230,600- 382,000	________	____
17. Selling	182,200	22.9%	150,500- 216,000	175,700	22.6%	143,000- 209,800	________	____
18. General & Administrative	124,900	15.7%	94,500- 160,000	128,200	16.5%	98,900- 163,400	________	____
19. Cost of Outside News Service	$ 16,600		$ 10,600-$ 21,800	$ 18,100		$ 10,600- $ 21,300	________	
20. Music License Fees	$ 40,600		$ 34,100-$ 48,600	$ 40,800		$ 33,400- $ 48,600	________	
21. Depreciation & Amortization	$ 210,800		$ 137,200-$ 383,400	$ 177,400		$ 125,600- $ 277,400	________	
22. Interest	$ 27,200		$ 0-$ 142,600	$ 18,300		$ 0- $ 88,900	________	
23. Film & Tape Rental Expense	$ 112,400		$ 75,800-$ 150,400	$ 109,100		$ 57,700- $ 146,100	________	
24. PROFIT (Before Federal Income tax)	$ 430,300		$ 230,600-$ 667,000	$ 491,000		$ 352,700- $ 692,000	________	
25. FULLTIME EMPLOYMENT	48		41- 56	47		41- 55	________	

[a] Derived from each station's gross profit divided by total revenue.
[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c] Includes all promotion; excludes agency and rep. commissions.
[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 44 AFFILIATE REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 8 ($1 million-$2 million)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (48)			PROFIT—ONLY STATIONS (31)			YOUR STATION	
Line No.	Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3	Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6	Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		6.40%	(7.71%)-16.73%		12.00%	6.89%- 20.64%		____%
2. TOTAL TIME SALES	$ 1,506,900	100.0%	$ 1,259,100-$ 1,794,000	$ 1,507,200	100.0%	$ 1,333,700- $ 1,792,900	______	100.0%
From:								
3. Network Compensation	171,800	11.4%	127,400- 233,100	179,300	11.9%	149,300- 247,900	______	____
4. National & Regional Advertisers	553,000	36.7%	410,700- 731,200	624,000	41.4%	486,200- 754,300	______	____
5. Local Advertisers	782,100	51.9%	560,700- 978,000	703,900	46.7%	496,000- 912,900	______	____
6. TOTAL BROADCAST REVENUE[b]	$ 1,413,300		$ 1,206,100-$ 1,656,000	$ 1,469,100		$ 1,236,300- $ 1,672,100	______	
7. Non Broadcast Revenue	43,700		23,200- 56,700	42,700		22,100- 54,200	______	
8. Trade-outs & Barter	39,300		18,400- 59,800	31,600		16,000- 47,500	______	
9. TOTAL BROADCAST EXPENSE	$ 1,322,800	100.0%	$ 1,103,400-$ 1,633,000	$ 1,292,800	100.0%	$ 1,038,000- $ 1,393,300	______	100.0%
From:								
10. Technical	172,000	13.0%	132,800- 235,500	169,400	13.1%	129,800- 188,700	______	____
11. Program	414,000	31.3%	319,300- 497,400	427,900	33.1%	312,600- 465,200	______	____
12. Selling[c]	193,100	14.6%	161,300- 257,600	214,600	16.6%	132,200- 228,600	______	____
13. General & Administrative	543,700	41.1%	400,700- 730,500	480,900	37.2%	377,900- 610,600	______	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 482,200	100.0%	$ 432,300-$ 610,400	$ 524,200	100.0%	$ 429,600- $ 594,500	______	100.0%
From:								
15. Technical	84,900	17.6%	58,400- 105,100	87,000	16.6%	55,000- 100,600	______	____
16. Program	194,800	40.4%	158,000- 259,100	218,600	41.7%	159,500- 252,900	______	____
17. Selling	120,500	25.0%	92,300- 157,800	123,700	23.6%	86,000- 156,500	______	____
18. General & Administrative	82,000	17.0%	63,400- 104,300	94,900	18.1%	62,900- 104,000	______	____
19. Cost of Outside News Service	$ 9,400		$ 6,500-$ 14,000	$ 8,900		$ 5,800- $ 14,400	______	
20. Music License Fees	$ 20,600		$ 18,700-$ 26,700	$ 20,700		$ 18,700- $ 26,700	______	
21. Depreciation & Amortization	$ 151,300		$ 87,000-$ 226,500	$ 100,500		$ 83,100- $ 167,600	______	
22. Interest	$ 24,600		$ 0-$ 121,000	$ 15,200		$ 0- $ 33,000	______	
23. Film & Tape Rental Expense	$ 74,500		$ 48,900-$ 109,300	$ 64,800		$ 43,800- $ 99,300	______	
24. PROFIT (Before Federal income tax)	$ 90,500		$ (105,700)-$ 206,300	$ 176,300		$ 87,400- $ 357,800	______	
25. FULLTIME EMPLOYMENT	36		29- 42	36		29- 41	______	

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 45 AFFILIATE REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 9 (Under $1 million)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS (15) Typical Dollar Figures Col. 1	 Typical Percent Figures Col. 2	 Middle 50% Range Col. 3	PROFIT—ONLY STATIONS (7) Typical Dollar Figures Col. 4	 Typical Percent Figures Col. 5	 Middle 50% Range Col. 6	YOUR STATION Dollar Figures Col. 7	 Percent Figures Col. 8
1. PROFIT MARGIN[a]		(3.94%)	(16.15%)-17.21%		17.21%			____%
2. TOTAL TIME SALES	$ 773,200	100.0%	$ 623,100-$ 905,600	$ 742,300	100.0%		____	100.0%
From:								
3. Network Compensation	62,600	8.1%	45,500- 117,800	44,500	6.0%		____	____
4. National & Regional Advertisers	284,600	36.8%	202,200- 362,600	269,500	36.3%		____	____
5. Local Advertisers	426,000	55.1%	279,900- 476,000	428,300	57.7%		____	____
6. TOTAL BROADCAST REVENUE[b]	$ 720,200		$ 655,300-$ 839,200	$ 720,200			____	
7. Non Broadcast Revenue	22,800		17,000- 42,600	21,900			____	
8. Trade-outs & Barter	22,700		8,600- 29,400	20,800			____	
9. TOTAL BROADCAST EXPENSE	$ 748,600	100.0%	$ 587,900-$ 997,000	$ 596,300	100.0%		____	100.0%
From:								
10. Technical	104,800	14.0%	86,400- 174,900	93,000	15.6%		____	____
11. Program	227,600	30.4%	143,600- 299,600	158,600	26.6%	SAMPLE INSUFFICIENT TO BE MEANINGFUL	____	____
12. Selling[c]	116,800	15.6%	50,600- 153,000	96,600	16.2%		____	____
13. General & Administrative	299,400	40.0%	168,900- 501,200	248,100	41.6%		____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 285,400	100.0%	$ 224,400-$ 364,700	$ 273,500	100.0%		____	100.0%
From:								
15. Technical	57,900	20.3%	44,600- 88,000	70,800	25.9%		____	____
16. Program	95,600	33.5%	71,900- 155,300	93,300	34.1%		____	____
17. Selling	74,800	26.2%	25,200- 102,900	42,900	15.7%		____	____
18. General & Administrative	57,100	20.0%	38,100- 86,000	66,500	24.3%		____	____
19. Cost of Outside News Service	$ 6,900		$ 4,700-$ 8,000	$ 4,800			____	
20. Music License Fees	$ 12,000		$ 7,600-$ 14,700	$ 12,300			____	
21. Depreciation & Amortization	$ 77,500		$ 20,600-$ 140,900	$ 54,100			____	
22. Interest	$ 9,300		$ 4,800-$ 108,900	$ 6,600			____	
23. Film & Tape Rental Expense	$ 24,000		$ 3,200-$ 79,100	$ 20,000			____	
24. PROFIT (Before Federal income tax)	$ (28,400)		$ (110,700)-$ 129,600	$ 123,900			____	
25. FULLTIME EMPLOYMENT	22		17- 29	18			____	

[a] Derived from each station's gross profit divided by total revenue.
[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c] Includes all promotion; excludes agency and rep. commissions.
[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 46

INDEPENDENT STATIONS, NATIONWIDE

REVENUE AND EXPENSE ITEMS	ALL STATIONS (66)			PROFIT—ONLY STATIONS (40)			YOUR STATION	
Line No.	Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3	Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6	Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		7.90%	(26.61%)-27.57%		25.67%	12.80%- 36.36%		____%
2. TOTAL TIME SALES	$ 5,634,200	100.0%	$ 2,124,100-$ 16,738,400	$ 13,325,100	100.0%	$ 4,662,900- $23,247,200	____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 7,100	0	0.0%	0- 2,400	____	____
4. National & Regional Advertisers	3,065,000	54.4%	672,300- 10,687,300	8,381,500	62.9%	1,472,100- 15,466,900	____	____
5. Local Advertisers	2,569,200	45.6%	1,201,300- 5,792,300	4,943,600	37.1%	1,976,300- 7,553,300	____	____
6. TOTAL BROADCAST REVENUE[b]	$ 5,067,700		$ 2,161,300-$ 14,379,500	$ 11,082,200		$ 4,185,900- $18,969,200	____	
7. Non Broadcast Revenue	136,400		59,400- 453,000	338,600		64,400- 580,300	____	
8. Trade-outs & Barter	231,300		173,400- 425,700	268,300		199,400- 486,300	____	
9. TOTAL BROADCAST EXPENSE	$ 4,667,400	100.0%	$ 2,851,900-$ 9,341,000	$ 8,237,400	100.0%	$ 3,210,800- $13,024,400	____	100.0%
From:								
10. Technical	438,700	9.4%	293,900- 993,400	840,200	10.2%	482,200- 1,375,400	____	____
11. Program	2,039,700	43.7%	852,900- 4,569,100	4,151,700	50.4%	1,037,900- 7,305,600	____	____
12. Selling[c]	765,400	16.4%	355,700- 1,391,000	1,260,300	15.3%	660,400- 1,687,500	____	____
13. General & Administrative	1,423,600	30.5%	998,800- 2,470,700	1,985,200	24.1%	1,149,200- 2,714,400	____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 1,067,400	100.0%	$ 633,000-$ 2,454,300	$ 2,026,400	100.0%	$ 1,055,000- $ 2,830,000	____	100.0%
From:								
15. Technical	267,900	25.1%	134,400- 625,000	555,200	27.4%	283,000- 957,000	____	____
16. Program	307,400	28.8%	168,300- 801,000	612,000	30.2%	269,600- 1,357,200	____	____
17. Selling	306,400	28.7%	165,500- 588,800	551,200	27.2%	269,300- 632,800	____	____
18. General & Administrative	185,700	17.4%	119,000- 363,100	308,000	15.2%	159,000- 438,500	____	____
19. Cost of Outside News Service	$ 11,500		$ 6,800-$ 71,400	$ 29,100		$ 8,900- $ 140,300	____	
20. Music License Fees	$ 64,700		$ 19,100-$ 198,100	$ 163,900		$ 43,100- $ 239,300	____	
21. Depreciation & Amortization	$ 326,500		$ 228,800-$ 573,700	$ 325,500		$ 227,100- $ 525,200	____	
22. Interest	$ 111,200		$ 5,000-$ 287,400	$ 72,900		$ 0- $ 234,000	____	
23. Film & Tape Rental Expense	$ 1,548,200		$ 465,100-$ 3,033,800	$ 2,279,300		$ 641,700- $ 4,878,200	____	
24. PROFIT (Before Federal income tax)	$ 400,300		$ (651,700)-$ 4,348,800	$ 2,844,800		$ (569,900)- $ 6,595,700	____	
25. FULLTIME EMPLOYMENT	63		41- 98	83		61- 120	____	

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 47 INDEPENDENT REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 1 (ADI 1-10)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (25)			PROFIT—ONLY STATIONS (19)			YOUR STATION	
	Typical Dollar Figures	*Typical Percent Figures*	*Middle 50% Range*	*Typical Dollar Figures*	*Typical Percent Figures*	*Middle 50% Range*	*Dollar Figures*	*Percent Figures*
Line No.	*Col. 1*	*Col. 2*	*Col. 3*	*Col. 4*	*Col. 5*	*Col. 6*	*Col. 7*	*Col. 8*
1. PROFIT MARGIN[a]		15.39%	(5.99%)-33.43%		24.29%	8.23%- 36.09%		___%
2. TOTAL TIME SALES	$ 14,499,000	100.0%	$ 3,669,700-$ 32,597,400	$ 21,915,600	100.0%	$ 10,692,300- $39,615,000		100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0		
4. National & Regional Advertisers	8,786,400	60.6%	727,900- 20,472,900	13,171,300	60.1%	634,600- 20,993,800		
5. Local Advertisers	5,712,600	39.4%	2,406,900- 13,836,700	8,744,300	39.9%	3,507,500- 16,351,900		
6. TOTAL BROADCAST REVENUE[b]	$ 11,709,800		$ 3,593,100-$ 27,435,100	$ 18,029,900		$ 9,460,900- $33,177,400		
7. Non Broadcast Revenue	146,600		53,200- 630,300	139,300		31,800- 695,100		
8. Trade-outs & Barter	288,500		224,100- 673,100	355,600		212,900- 775,100		
9. TOTAL BROADCAST EXPENSE	$ 9,907,700	100.0%	$ 5,914,000-$ 21,464,400	$ 13,650,400	100.0%	$ 5,854,600- $26,402,700		100.0%
From:								
10. Technical	1,079,900	10.9%	532,800- 1,996,900	1,433,300	10.5%	904,300- 2,524,200		
11. Program	4,716,100	47.6%	1,167,600- 12,810,200	7,166,500	52.5%	1,453,300- 15,870,200		
12. Selling[c]	1,476,200	14.9%	749,200- 2,742,100	1,829,100	13.4%	1,145,700- 2,865,100		
13. General & Administrative	2,635,500	26.6%	1,802,200- 4,272,500	3,221,500	23.6%	1,470,200- 4,217,000		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 2,030,100	100.0%	$ 1,046,100-$ 5,578,200	$ 3,250,200	100.0%	$ 1,651,600- $ 5,905,000		100.0%
From:								
15. Technical	639,500	31.5%	277,200- 1,711,400	932,800	28.7%	546,700- 2,047,200		
16. Program	479,100	23.6%	354,400- 1,955,400	1,020,600	31.4%	355,200- 2,149,200		
17. Selling	535,900	26.4%	305,400- 863,400	731,300	22.5%	387,900- 1,035,800		
18. General & Administrative	375,600	18.5%	179,000- 597,700	565,500	17.4%	295,200- 665,900		
19. Cost of Outside News Service	$ 17,700		$ 7,900-$ 230,400	$ 66,200		$ 8,900- $ 256,200		
20. Music License Fees	$ 132,700		$ 35,300-$ 406,300	$ 245,100		$ 68,300- $ 454,900		
21. Depreciation & Amortization	$ 482,300		$ 240,100-$ 732,900	$ 282,200		$ 214,800- $ 596,200		
22. Interest	$ 75,500		$ 0-$ 524,200	$ 31,200		$ 0- $ 468,400		
23. Film & Tape Rental Expense	$ 3,245,800		$ 429,400-$ 6,472,200	$ 4,422,900		$ 367,800- $ 9,767,200		
24. PROFIT (Before Federal income tax)	$ 1,802,100		$ (304,900)-$ 7,181,600	$ 4,379,500		$ 768,900- $ 8,274,100		
25. FULLTIME EMPLOYMENT	77		60- 182	96		69- 193		

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[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 48 INDEPENDENT REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 2 (ADI 11-25)

REVENUE AND EXPENSE ITEMS	*ALL STATIONS (16)*			*PROFIT—ONLY STATIONS (11)*			*YOUR STATION*	
	Typical Dollar Figures	*Typical Percent Figures*	*Middle 50% Range*	*Typical Dollar Figures*	*Typical Percent Figures*	*Middle 50% Range*	*Dollar Figures*	*Percent Figures*
Line No.	*Col. 1*	*Col. 2*	*Col. 3*	*Col. 4*	*Col. 5*	*Col. 6*	*Col. 7*	*Col. 8*
1. PROFIT MARGIN[a]		25.67%	(13.86%)-33.60%		27.64%	24.98%- 40.02%		___%
2. TOTAL TIME SALES	$ 10,952,800	100.0%	$ 3,550,000-$ 14,503,900	$ 12,273,600	100.0%	$ 5,617,300- $16,286,200	______	100.0%
From:								
3. Network Compensation	0	0.0%	0- 23,000	0	0.0%	0- 25,400	______	______
4. National & Regional Advertisers	6,790,700	62.0%	815,000- 8,381,900	7,658,700	62.4%	2,855,700- 10,383,100	______	______
5. Local Advertisers	4,162,100	38.0%	1,613,100- 5,792,300	4,614,900	37.6%	3,107,800- 5,903,100	______	______
6. TOTAL BROADCAST REVENUE[b]	$ 9,210,700		$ 3,389,500-$ 12,811,600	$ 10,454,700		$ 4,970,600- $14,332,100	______	
7. Non Broadcast Revenue	273,500		154,000- 392,100	309,900		174,500- 401,500	______	
8. Trade-outs & Barter	209,800		135,300- 325,600	231,300		144,300- 327,400	______	
9. TOTAL BROADCAST EXPENSE	$ 6,846,300	100.0%	$ 3,893,400-$ 7,958,700	$ 7,565,000	100.0%	$ 4,447,800- $ 8,186,000	______	100.0%
From:								
10. Technical	609,300	8.9%	451,300- 788,200	703,500	9.3%	509,300- 970,900	______	______
11. Program	3,580,600	52.3%	1,310,300- 3,925,300	3,858,200	51.0%	1,895,500- 3,953,300	______	______
12. Selling[c]	1,088,600	15.9%	496,100- 1,229,000	1,278,500	16.9%	927,400- 1,370,500	______	______
13. General & Administrative	1,567,800	22.9%	1,149,200- 1,910,200	1,724,800	22.8%	1,197,900- 1,959,200	______	______
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 1,646,500	100.0%	$ 906,800-$ 2,608,700	$ 1,879,100	100.0%	$ 1,455,100- $ 2,666,500	______	100.0%
From:								
15. Technical	344,100	20.9%	209,900- 498,700	407,800	21.7%	296,600- 790,400	______	______
16. Program	615,800	37.4%	228,800- 836,900	668,900	35.6%	481,300- 851,500	______	______
17. Selling	449,500	27.3%	236,600- 613,000	531,800	28.3%	435,000- 626,700	______	______
18. General & Administrative	237,100	14.4%	124,600- 301,900	270,600	14.4%	153,400- 303,700	______	______
19. Cost of Outside News Service	$ 24,800		$ 8,000-$ 70,400	$ 56,800		$ 21,700- $ 94,200	______	
20. Music License Fees	$ 134,900		$ 29,100-$ 169,900	$ 159,600		$ 59,300- $ 188,400	______	
21. Depreciation & Amortization	$ 414,200		$ 274,900-$ 638,100	$ 359,000		$ 323,700- $ 510,300	______	
22. Interest	$ 131,400		$ 19,700-$ 232,000	$ 155,500		$ 32,600- $ 232,900	______	
23. Film & Tape Rental Expense	$ 1,736,200		$ 1,341,300-$ 2,398,800	$ 1,876,000		$ 1,548,200- $ 2,314,600	______	
24. PROFIT (Before Federal income tax)	$ 2,364,400		$ (290,100)-$ 4,247,900	$ 2,889,700		$ 1,195,200- $ 6,113,300	______	
25. FULLTIME EMPLOYMENT	77		55- 99	88		63- 100	______	

[a] Derived from each station's gross profit divided by total revenue.
[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.
[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 49 INDEPENDENT REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 3 (ADI 26-80)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (22)			PROFIT—ONLY STATIONS (10)			YOUR STATION	
Line No.	Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3	Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6	Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		(3.56%)	(38.00%)-17.25%		17.97%	3.10%- 33.75%		____%
2. TOTAL TIME SALES	$ 2,898,300	100.0%	$ 1,878,600-$ 6,040,700	$ 5,820,900	100.0%	$ 1,733,600- $21,082,000	____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 3,900	0	0.0%	0- 125,500	____	____
4. National & Regional Advertisers	1,643,300	56.7%	686,800- 3,587,000	3,626,400	62.3%	624,400- 17,783,600	____	____
5. Local Advertisers	1,255,000	43.3%	1,061,600- 2,011,600	2,194,500	37.7%	663,100- 3,966,600	____	____
6. TOTAL BROADCAST REVENUE[b]	$ 2,483,400		$ 1,933,800-$ 5,286,100	$ 4,981,200		$ 2,195,700- $17,358,700	____	
7. Non Broadcast Revenue	85,600		52,200- 443,900	456,600		51,800- 886,300	____	
8. Trade-outs & Barter	206,000		156,100- 280,200	206,000		143,500- 389,100	____	
9. TOTAL BROADCAST EXPENSE	$ 2,571,800	100.0%	$ 1,942,400-$ 5,113,400	$ 4,086,100	100.0%	$ 1,941,000- $11,097,000	____	100.0%
From:								
10. Technical	285,500	11.1%	243,500- 457,700	445,400	10.9%	263,400- 750,200	____	____
11. Program	987,600	38.4%	728,100- 2,110,900	1,720,200	42.1%	563,700- 6,581,800	____	____
12. Selling[c]	426,900	16.6%	270,600- 887,100	760,000	18.6%	266,600- 1,070,600	____	____
13. General & Administrative	871,300	33.9%	797,400- 1,852,400	1,160,500	28.4%	755,600- 2,313,200	____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 591,000	100.0%	$ 501,200-$ 1,131,300	$ 1,068,900	100.0%	$ 559,900- $ 2,245,400	____	100.0%
From:								
15. Technical	143,600	24.3%	120,300- 300,300	302,500	28.3%	169,100- 491,500	____	____
16. Program	150,100	25.4%	110,900- 297,600	223,400	20.9%	115,300- 812,900	____	____
17. Selling	172,000	29.1%	147,100- 346,600	363,400	34.0%	143,000- 585,600	____	____
18. General & Administrative	125,300	21.2%	113,600- 221,300	179,600	16.8%	126,500- 335,800	____	____
19. Cost of Outside News Service	$ 8,700		$ 1,100-$ 27,000	$ 9,000		$ 3,300- $ 70,600	____	
20. Music License Fees	$ 37,100		$ 14,000-$ 78,200	$ 71,300		$ 11,000- $ 208,600	____	
21. Depreciation & Amortization	$ 310,600		$ 229,300-$ 425,500	$ 282,600		$ 184,700- $ 499,000	____	
22. Interest	$ 109,200		$ 5,200-$ 332,600	$ 39,200		$ 0- $ 181,400	____	
23. Film & Tape Rental Expense	$ 832,000		$ 465,100-$ 1,350,900	$ 1,414,600		$ 246,300- $ 2,594,800	____	
24. PROFIT (Before Federal income tax)	$ (88,400)		$ (718,800)-$ 628,000	$ 895,100		$ 120,100- $ 4,738,300	____	
25. FULLTIME EMPLOYMENT	44		36- 63	62		37- 104	____	

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[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 50 **INDEPENDENT REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 1 ($10 million & over)**

REVENUE AND EXPENSE ITEMS	ALL STATIONS (24)			PROFIT—ONLY STATIONS (22)			YOUR STATION	
Line No.	Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3	Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6	Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		30.84%	16.68%-40.01%		32.16%	20.34%- 41.70%		____%
2. TOTAL TIME SALES	$ 20,828,500	100.0%	$ 15,226,800-$ 32,597,400	$ 22,156,700	100.0%	$ 15,397,000- $38,000,100	____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 4,500	0	0.0%	0- 500	____	____
4. National & Regional Advertisers	13,538,500	65.0%	9,035,500- 21,197,700	14,712,000	66.4%	9,888,100- 22,662,100	____	____
5. Local Advertisers	7,290,000	35.0%	5,140,000- 13,836,700	7,444,700	33.6%	5,061,000- 15,968,100	____	____
6. TOTAL BROADCAST REVENUE[b]	$ 17,030,400		$ 13,691,100-$ 27,710,100	$ 18,069,800		$ 13,691,100- $32,191,600	____	
7. Non Broadcast Revenue	380,800		115,300- 730,900	308,000		82,400- 730,900	____	
8. Trade-outs & Barter	325,600		224,400- 721,700	325,600		224,400- 842,600	____	
9. TOTAL BROADCAST EXPENSE	$ 11,778,200	100.0%	$ 8,663,200-$ 21,464,400	$ 12,258,600	100.0%	$ 8,323,500- $24,369,100	____	100.0%
From:								
10. Technical	1,142,500	9.7%	799,400- 1,996,900	1,311,700	10.7%	865,500- 2,322,700	____	____
11. Program	6,136,400	52.1%	4,187,500- 12,810,200	6,386,700	52.1%	4,098,500- 14,909,200	____	____
12. Selling[c]	1,660,700	14.1%	1,217,100- 2,742,100	1,728,500	14.1%	1,217,100- 2,841,700	____	____
13. General & Administrative	2,838,600	24.1%	1,984,200- 5,426,000	2,831,700	23.1%	1,898,100- 4,813,200	____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 2,466,400	100.0%	$ 2,235,900-$ 5,578,200	$ 3,083,000	100.0%	$ 2,043,100- $ 5,758,900	____	100.0%
From:								
15. Technical	636,300	25.8%	534,400- 1,711,400	854,000	27.7%	560,200- 1,949,200	____	____
16. Program	1,013,700	41.1%	624,600- 2,065,600	1,236,300	40.1%	598,200- 2,192,000	____	____
17. Selling	495,800	20.1%	562,400- 940,500	604,300	19.6%	526,400- 1,010,000	____	____
18. General & Administrative	320,600	13.0%	292,300- 643,000	388,400	12.6%	292,300- 657,600	____	____
19. Cost of Outside News Service	$ 99,700		$ 19,300-$ 249,200	$ 111,400		$ 24,400- $ 258,400	____	
20. Music License Fees	$ 225,700		$ 171,000-$ 406,300	$ 231,100		$ 182,700- $ 450,600	____	
21. Depreciation & Amortization	$ 494,800		$ 303,000-$ 732,900	$ 475,800		$ 269,800- $ 694,400	____	
22. Interest	$ 29,000		$ 0-$ 524,200	$ 22,200		$ 0- $ 379,900	____	
23. Film & Tape Rental Expense	$ 3,834,400		$ 2,404,500-$ 6,577,800	$ 3,834,400		$ 2,363,500- $ 8,300,100	____	
24. PROFIT (Before Federal income tax)	$ 5,252,200		$ 2,827,700-$ 8,286,900	$ 5,811,200		$ 3,223,200- $ 8,411,700	____	
25. FULLTIME EMPLOYMENT	111		90- 193	111		90- 194	____	

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 51 INDEPENDENT REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 2 ($3 million-$10 million)

	ALL STATIONS (19)			PROFIT—ONLY STATIONS (11)			YOUR STATION	
REVENUE AND EXPENSE ITEMS	*Typical Dollar Figures*	*Typical Percent Figures*	*Middle 50% Range*	*Typical Dollar Figures*	*Typical Percent Figures*	*Middle 50% Range*	*Dollar Figures*	*Percent Figures*
Line No.	*Col. 1*	*Col. 2*	*Col. 3*	*Col. 4*	*Col. 5*	*Col. 6*	*Col. 7*	*Col. 8*
1. PROFIT MARGIN[a]		5.86%	(16.40%)-26.36%		24.98%	10.52%- 27.64%		____%
2. TOTAL TIME SALES	$ 5,619,400	100.0%	$ 3,830,900-$ 9,851,500	$ 7,304,600	100.0%	$ 4,337,200- $10,823,800	______	100.0%
From:								
3. Network Compensation	0	0.0%	0- 20,500	0	0.0%	0- 243,100	______	____
4. National & Regional Advertisers	2,894,000	51.5%	821,100- 4,841,200	3,352,800	45.9%	617,200- 6,432,900	______	____
5. Local Advertisers	2,725,400	48.5%	1,992,400- 4,039,300	3,951,800	54.1%	1,992,400- 4,569,600	______	____
6. TOTAL BROADCAST REVENUE[b]	$ 5,006,500		$ 3,460,000-$ 8,496,600	$ 6,124,700		$ 3,837,600- $ 9,242,900	______	
7. Non Broadcast Revenue	146,600		80,900- 392,400	309,900		72,200- 401,500	______	
8. Trade-outs & Barter	250,100		192,100- 480,100	218,000		111,200- 395,300	______	
9. TOTAL BROADCAST EXPENSE	$ 4,713,100	100.0%	$ 3,432,100-$ 6,934,400	$ 4,594,700	100.0%	$ 3,082,800- $ 6,641,300	______	100.0%
From:								
10. Technical	485,400	10.3%	442,900- 749,600	491,600	10.7%	452,200- 749,600	______	____
11. Program	1,748,600	37.1%	881,200- 3,474,300	1,828,700	39.8%	881,200- 3,474,300	______	____
12. Selling[c]	815,400	17.3%	564,800- 1,145,700	969,500	21.1%	604,800- 1,186,400	______	____
13. General & Administrative	1,663,700	35.3%	1,197,900- 2,277,100	1,304,900	28.4%	928,200- 1,914,300	______	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 1,241,400	100.0%	$ 865,800-$ 1,558,800	$ 1,307,700	100.0%	$ 865,800- $ 1,841,600	______	100.0%
From:								
15. Technical	348,800	28.1%	212,100- 460,700	349,200	26.7%	257,000- 460,700	______	____
16. Program	360,000	29.0%	222,100- 481,300	304,700	23.3%	222,100- 602,000	______	____
17. Selling	332,700	26.8%	246,300- 513,100	440,700	33.7%	246,300- 554,100	______	____
18. General & Administrative	199,900	16.1%	150,400- 257,700	213,100	16.3%	137,600- 257,700	______	____
19. Cost of Outside News Service	$ 9,000		$ 8,400-$ 30,200	$ 9,100		$ 8,400- $ 66,200	______	
20. Music License Fees	$ 60,400		$ 46,900-$ 92,000	$ 68,300		$ 35,500- $ 132,900	______	
21. Depreciation & Amortization	$ 446,700		$ 242,200-$ 622,900	$ 325,000		$ 222,800- $ 446,700	______	
22. Interest	$ 149,100		$ 12,000-$ 474,000	$ 75,300		$ 0- $ 231,100	______	
23. Film & Tape Rental Expense	$ 1,245,000		$ 471,100-$ 2,118,600	$ 1,443,000		$ 409,600- $ 2,118,600	______	
24. PROFIT (Before Federal income tax)	$ 293,400		$ (982,400)-$ 1,452,200	$ 1,530,000		$ 554,200- $ 2,308,500	______	
25. FULLTIME EMPLOYMENT	63		47- 74	63		49- 81	______	

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 52 INDEPENDENT REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 3 (Under $3 million)

	ALL STATIONS (23)			*PROFIT—ONLY STATIONS (7)*			*YOUR STATION*	
REVENUE AND EXPENSE ITEMS	*Typical Dollar Figures*	*Typical Percent Figures*	*Middle 50% Range*	*Typical Dollar Figures*	*Typical Percent Figures*	*Middle 50% Range*	*Dollar Figures*	*Percent Figures*
Line No.	*Col. 1*	*Col. 2*	*Col. 3*	*Col. 4*	*Col. 5*	*Col. 6*	*Col. 7*	*Col. 8*
1. PROFIT MARGIN[a]		(26.88%)	(67.89%)-2.15%		11.33%			___%
2. TOTAL TIME SALES	$ 1,443,600	100.0%	$ 793,900-$ 2,276,300	$ 957,600	100.0%			100.0%
From:								
3. Network Compensation	0	0.0%	0- 6,200	0	0.0%			
4. National & Regional Advertisers	525,500	36.4%	152,200- 930,000	293,000	30.6%			
5. Local Advertisers	918,100	63.6%	198,200- 1,376,600	664,600	69.4%			
6. TOTAL BROADCAST REVENUE[b]	$ 1,953,500		$ 810,900-$ 2,313,200	$ 1,986,600				
7. Non Broadcast Revenue	72,400		27,900- 180,300	558,500				
8. Trade-outs & Barter	170,700		34,700- 218,000	41,500				
9. TOTAL BROADCAST EXPENSE	$ 2,478,600	100.0%	$ 890,500-$ 3,108,000	$ 1,761,500	100.0%			100.0%
From:								
10. Technical	332,100	13.4%	197,100- 412,600	340,000	19.3%	**SAMPLE INSUFFICIENT TO BE MEANINGFUL**		
11. Program	830,300	33.5%	296,100- 1,166,700	438,600	24.9%			
12. Selling[c]	203,300	8.2%	54,100- 484,300	28,200	1.6%			
13. General & Administrative	1,112,900	44.9%	353,300- 1,142,900	954,700	54.2%			
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 664,500	100.0%	$ 322,200-$ 690,900	$ 438,300	100.0%			100.0%
From:								
15. Technical	174,800	26.3%	98,000- 187,300	150,300	34.3%			
16. Program	194,700	29.3%	62,000- 235,500	151,700	34.6%			
17. Selling	138,900	20.9%	37,000- 192,700	17,500	4.0%			
18. General & Administrative	156,100	23.5%	81,800- 194,700	118,800	27.1%			
19. Cost of Outside News Service	$ 6,300		$ 0-$ 9,700	$ 4,600				
20. Music License Fees	$ 14,000		$ 5,000-$ 25,300	$ 9,500				
21. Depreciation & Amortization	$ 226,100		$ 146,700-$ 320,000	$ 196,300				
22. Interest	$ 115,000		$ 52,900-$ 213,600	$ 115,000				
23. Film & Tape Rental Expense	$ 288,200		$ 1,000-$ 857,200	$ 16,500				
24. PROFIT (Before Federal income tax)	$ (525,100)		$ (876,200)-$ 42,800	$ 225,100				
25. FULLTIME EMPLOYMENT	36		24- 52	34				

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[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 53 UHF STATIONS, NATIONWIDE

REVENUE AND EXPENSE ITEMS	ALL STATIONS (113)			PROFIT—ONLY STATIONS (70)			YOUR STATION	
Line No.	Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3	Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6	Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		7.80%	(16.19%)-18.75%		16.33%	8.61%- 24.63%		___%
2. TOTAL TIME SALES	$ 3,028,600	100.0%	$ 1,438,400-$ 4,675,100	$ 3,709,000	100.0%	$ 1,888,400- $ 5,437,700	______	100.0%
From:								
3. Network Compensation	157,500	5.2%	0- 324,700	229,900	6.2%	2,400- 398,100	______	___
4. National & Regional Advertisers	1,299,300	42.9%	496,800- 2,190,900	1,594,900	43.0%	633,200- 2,556,800	______	___
5. Local Advertisers	1,571,800	51.9%	893,200- 2,410,800	1,884,200	50.8%	943,300- 2,712,800	______	___
6. TOTAL BROADCAST REVENUE[b]	$ 2,817,800		$ 1,413,300-$ 4,101,500	$ 3,274,700		$ 2,002,700- $ 4,723,600	______	
7. Non Broadcast Revenue	79,800		29,700- 135,800	80,000		36,500- 144,200	______	
8. Trade-outs & Barter	96,900		41,900- 219,600	83,300		39,400- 188,000	______	
9. TOTAL BROADCAST EXPENSE	$ 2,598,000	100.0%	$ 1,548,900-$ 4,294,500	$ 2,739,900	100.0%	$ 1,805,200- $ 4,087,000	______	100.0%
From:								
10. Technical	335,200	12.9%	207,400- 461,200	372,600	13.6%	236,000- 498,300	______	___
11. Program	891,100	34.3%	429,000- 1,422,200	934,300	34.1%	505,700- 1,492,400	______	___
12. Selling[c]	361,100	13.9%	195,700- 645,700	424,700	15.5%	200,500- 681,600	______	___
13. General & Administrative	1,010,600	38.9%	621,000- 1,497,400	1,008,300	36.8%	644,200- 1,347,000	______	___
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 741,700	100.0%	$ 502,700-$ 1,339,400	$ 1,001,200	100.0%	$ 630,000- $ 1,445,700	______	100.0%
From:								
15. Technical	151,300	20.4%	98,100- 258,300	201,200	20.1%	113,800- 310,600	______	___
16. Program	271,500	36.6%	168,300- 483,400	384,500	38.4%	201,100- 578,300	______	___
17. Selling	193,600	26.1%	125,300- 315,300	253,300	25.3%	132,100- 377,600	______	___
18. General & Administrative	125,300	16.9%	88,300- 193,900	162,200	16.2%	106,400- 224,200	______	___
19. Cost of Outside News Service	$ 10,800		$ 7,200-$ 24,600	$ 16,200		$ 8,000- $ 26,400	______	
20. Music License Fees	$ 42,900		$ 19,400-$ 64,500	$ 53,400		$ 23,400- $ 77,200	______	
21. Depreciation & Amortization	$ 240,100		$ 146,400-$ 402,200	$ 223,600		$ 109,300- $ 324,800	______	
22. Interest	$ 72,900		$ 6,200-$ 210,300	$ 36,200		$ 0- $ 130,700	______	
23. Film & Tape Rental Expense	$ 215,800		$ 99,300-$ 733,300	$ 201,900		$ 99,300- $ 495,500	______	
24. PROFIT (Before Federal income tax)	$ 219,800		$ (356,700)-$ 606,200	$ 534,800		$ 202,100- $ 991,700	______	
25. FULLTIME EMPLOYMENT	49		36- 66	59		39- 71	______	

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 54 **UHF REVENUE AND EXPENSE YARDSTICKS** **MARKET SIZE 1 (ADI 1-10)**

REVENUE AND EXPENSE ITEMS	*ALL STATIONS (17)*			*PROFIT—ONLY STATIONS (11)*			*YOUR STATION*	
Line No.	*Typical Dollar Figures* *Col. 1*	*Typical Percent Figures* *Col. 2*	*Middle 50% Range* *Col. 3*	*Typical Dollar Figures* *Col. 4*	*Typical Percent Figures* *Col. 5*	*Middle 50% Range* *Col. 6*	*Dollar Figures* *Col. 7*	*Percent Figures* *Col. 8*
1. PROFIT MARGIN[a]		7.58%	(26.35%)-34.88%		24.29%	7.58%- 40.43%		____%
2. TOTAL TIME SALES	$ 9,851,500	100.0%	$ 2,303,500-$ 15,222,400	$ 11,526,700	100.0%	$ 2,012,600- $17,190,500	______	100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0	______	____
4. National & Regional Advertisers	4,856,800	49.3%	435,800- 9,489,900	7,699,800	66.8%	254,300- 11,887,200	______	____
5. Local Advertisers	4,994,700	50.7%	1,859,300- 5,244,900	3,826,900	33.2%	1,758,300- 5,303,300	______	____
6. TOTAL BROADCAST REVENUE[b]	$ 8,496,600		$ 3,059,500-$ 12,868,700	$ 9,828,700		$ 2,939,900- $14,027,600	______	
7. Non Broadcast Revenue	108,000		40,100- 359,700	56,700		26,700- 392,400	______	
8. Trade-outs & Barter	244,100		206,200- 322,100	221,100		41,500- 280,600	______	
9. TOTAL BROADCAST EXPENSE	$ 7,852,600	100.0%	$ 3,517,600-$ 9,453,500	$ 7,441,300	100.0%	$ 2,007,900- $ 9,377,800	______	100.0%
From:								
10. Technical	887,300	11.3%	483,700- 1,038,200	796,200	10.7%	461,000- 1,094,900	______	____
11. Program	3,243,100	41.3%	852,900- 4,993,800	3,594,200	48.3%	725,700- 4,451,600	______	____
12. Selling[c]	1,248,600	15.9%	418,900- 1,403,600	1,071,500	14.4%	72,200- 1,410,000	______	____
13. General & Administrative	2,473,600	31.5%	1,390,000- 2,510,900	1,979,400	26.6%	975,000- 2,449,700	______	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 1,854,800	100.0%	$ 918,000-$ 2,114,400	$ 1,545,600	100.0%	$ 865,800- $ 2,313,000	______	100.0%
From:								
15. Technical	589,800	31.8%	205,700- 625,000	527,100	34.1%	172,200- 671,100	______	____
16. Program	480,400	25.9%	270,800- 521,300	343,100	22.2%	279,000- 576,600	______	____
17. Selling	463,700	25.0%	202,900- 537,000	355,500	23.0%	51,500- 551,400	______	____
18. General & Administrative	320,900	17.3%	127,000- 393,700	319,900	20.7%	132,900- 427,400	______	____
19. Cost of Outside News Service	$ 9,000		$ 6,000-$ 22,400	$ 9,000		$ 7,400- $ 27,100	______	
20. Music License Fees	$ 68,300		$ 15,000-$ 148,900	$ 128,600		$ 14,000- $ 222,900	______	
21. Depreciation & Amortization	$ 257,400		$ 208,000-$ 650,300	$ 238,100		$ 153,500- $ 257,400	______	
22. Interest	$ 266,800		$ 73,000-$ 719,200	$ 404,800		$ 70,400- $ 706,000	______	
23. Film & Tape Rental Expense	$ 2,240,000		$ 70,500-$ 3,591,200	$ 2,924,700		$ 33,000- $ 3,245,800	______	
24. PROFIT (Before Federal income tax)	$ 644,000		$ (1,447,300)-$ 3,409,200	$ 2,387,400		$ 241,900- $ 4,723,400	______	
25. FULLTIME EMPLOYMENT	69		51- 77	70		42- 85	______	

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 55 UHF REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 2 (ADI 11-50)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (33)			PROFIT—ONLY STATIONS (18)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		2.15%	(28.46%)-15.42%		14.29%	5.09%- 26.93%		____%
2. TOTAL TIME SALES	$ 3,647,600	100.0%	$ 2,193,900-$ 5,799,600	$ 4,145,200	100.0%	$ 3,274,000- $ 7,274,300	____	100.0%
From:								
3. Network Compensation	3,600	0.1%	0- 290,200	124,300	3.0%	500- 371,600	____	____
4. National & Regional Advertisers	1,969,700	54.0%	861,000- 2,788,900	1,998,000	48.2%	1,053,000- 3,352,100	____	____
5. Local Advertisers	1,674,300	45.9%	1,156,300- 2,934,200	2,022,900	48.8%	1,303,900- 3,626,300	____	____
6. TOTAL BROADCAST REVENUE[b]	$ 3,160,300		$ 2,032,100-$ 5,026,700	$ 3,639,000		$ 2,805,300- $ 6,209,500	____	
7. Non Broadcast Revenue	85,100		27,500- 178,400	87,600		25,900- 384,400	____	
8. Trade-outs & Barter	189,900		103,400- 241,900	142,700		87,200- 293,000	____	
9. TOTAL BROADCAST EXPENSE	$ 3,092,400	100.0%	$ 2,157,400-$ 4,681,400	$ 3,119,000	100.0%	$ 1,905,900- $ 5,528,600	____	100.0%
From:								
10. Technical	349,400	11.3%	266,000- 488,000	452,200	14.5%	266,000- 546,400	____	____
11. Program	1,168,900	37.8%	822,100- 2,186,900	1,094,800	35.1%	744,100- 2,552,700	____	____
12. Selling[c]	501,000	16.2%	315,000- 862,100	558,300	17.9%	215,300- 938,500	____	____
13. General & Administrative	1,073,100	34.7%	758,700- 1,497,400	1,013,700	32.5%	701,600- 1,442,000	____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 745,600	100.0%	$ 583,200-$ 1,349,300	$ 1,128,800	100.0%	$ 673,200- $ 1,477,500	____	100.0%
From:								
15. Technical	173,000	23.2%	129,500- 276,800	267,500	23.7%	176,200- 336,900	____	____
16. Program	222,200	29.8%	144,300- 464,800	345,400	30.6%	166,000- 588,900	____	____
17. Selling	208,800	28.0%	167,700- 384,400	330,800	29.3%	159,900- 435,200	____	____
18. General & Administrative	141,600	19.0%	101,900- 203,800	185,100	16.4%	119,800- 226,900	____	____
19. Cost of Outside News Service	$ 8,900		$ 6,700-$ 34,400	$ 10,000		$ 7,000- $ 39,000	____	
20. Music License Fees	$ 49,100		$ 27,100-$ 64,200	$ 57,000		$ 32,100- $ 86,000	____	
21. Depreciation & Amortization	$ 320,000		$ 208,900-$ 432,500	$ 238,000		$ 147,500- $ 388,900	____	
22. Interest	$ 97,600		$ 10,000-$ 209,800	$ 62,900		$ 6,600- $ 152,300	____	
23. Film & Tape Rental Expense	$ 728,200		$ 322,500-$ 1,314,200	$ 539,700		$ 235,100- $ 1,443,000	____	
24. PROFIT (Before Federal income tax)	$ 67,900		$ (763,800)-$ 638,800	$ 520,000		$ 157,000- $ 1,551,500	____	
25. FULLTIME EMPLOYMENT	49		39- 65	58		40- 74	____	

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[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 56 **UHF REVENUE AND EXPENSE YARDSTICKS** **MARKET SIZE 3 (ADI 51-100)**

REVENUE AND EXPENSE ITEMS	*ALL STATIONS (26)*			*PROFIT—ONLY STATIONS (20)*			*YOUR STATION*	
	Typical Dollar Figures	*Typical Percent Figures*	*Middle 50% Range*	*Typical Dollar Figures*	*Typical Percent Figures*	*Middle 50% Range*	*Dollar Figures*	*Percent Figures*
Line No.	*Col. 1*	*Col. 2*	*Col. 3*	*Col. 4*	*Col. 5*	*Col. 6*	*Col. 7*	*Col. 8*
1. PROFIT MARGIN[a]		16.19%	2.08%-20.61%		18.28%	13.22%- 22.78%		____%
2. TOTAL TIME SALES	$ 4,262,900	100.0%	$ 2,975,200-$ 5,004,100	$ 4,361,300	100.0%	$ 3,591,200- $ 5,004,100	________	100.0%
From:								
3. Network Compensation	358,100	8.4%	197,100- 417,800	396,900	9.1%	310,800- 431,500	________	____
4. National & Regional Advertisers	1,833,000	43.0%	1,123,500- 2,670,000	1,788,100	41.0%	1,418,800- 2,545,400	________	____
5. Local Advertisers	2,071,800	48.6%	1,317,200- 2,471,300	2,176,300	49.9%	1,539,600- 2,556,300	________	____
6. TOTAL BROADCAST REVENUE[b]	$ 3,755,900		$ 2,787,200-$ 4,336,500	$ 3,828,600		$ 3,120,000- $ 4,336,500	________	
7. Non Broadcast Revenue	93,400		61,700- 183,200	93,400		72,300- 162,400	________	
8. Trade-outs & Barter	87,600		52,300- 130,100	85,300		57,200- 112,400	________	
9. TOTAL BROADCAST EXPENSE	$ 3,147,800	100.0%	$ 2,459,600-$ 3,572,000	$ 3,128,700	100.0%	$ 2,486,200- $ 3,572,000	________	100.0%
From:								
10. Technical	412,400	13.1%	256,400- 448,900	441,200	14.1%	302,400- 447,100	________	____
11. Program	1,101,700	35.0%	784,400- 1,313,500	1,101,300	35.2%	824,300- 1,313,500	________	____
12. Selling[c]	450,100	14.3%	309,000- 587,100	447,400	14.3%	352,500- 608,600	________	____
13. General & Administrative	1,183,600	37.6%	823,000- 1,336,200	1,138,800	36.4%	865,400- 1,319,400	________	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 1,177,000	100.0%	$ 829,400-$ 1,403,200	$ 1,341,600	100.0%	$ 1,023,000- $ 1,423,700	________	100.0%
From:								
15. Technical	210,700	17.9%	116,700- 304,500	237,500	17.7%	130,800- 304,500	________	____
16. Program	532,000	45.2%	331,700- 646,800	607,700	45.3%	435,600- 646,800	________	____
17. Selling	271,900	23.1%	174,600- 315,300	319,300	23.8%	215,500- 319,600	________	____
18. General & Administrative	162,400	13.8%	112,700- 189,100	177,100	13.2%	132,800- 195,300	________	____
19. Cost of Outside News Service	$ 20,300		$ 13,200-$ 27,000	$ 23,700		$ 17,400- $ 28,900	________	
20. Music License Fees	$ 57,800		$ 43,800-$ 74,900	$ 59,900		$ 53,300- $ 77,300	________	
21. Depreciation & Amortization	$ 257,800		$ 182,700-$ 345,300	$ 257,800		$ 204,900- $ 340,000	________	
22. Interest	$ 39,400		$ 100-$ 124,400	$ 34,100		$ 0- $ 97,600	________	
23. Film & Tape Rental Expense	$ 216,000		$ 160,900-$ 330,400	$ 216,000		$ 168,900- $ 323,900	________	
24. PROFIT (Before Federal income tax)	$ 608,100		$ 53,700-$ 864,200	$ 699,900		$ 447,300- $ 961,900	________	
25. FULLTIME EMPLOYMENT	65		56- 72	65		60- 72	________	

[a] Derived from each station's gross profit divided by total revenue.
[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.
[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 57 UHF REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 4 (ADI 101 & over)

REVENUE AND EXPENSE ITEMS	*ALL STATIONS (37)*			*PROFIT—ONLY STATIONS (21)*			*YOUR STATION*	
	Typical Dollar Figures	*Typical Percent Figures*	*Middle 50% Range*	*Typical Dollar Figures*	*Typical Percent Figures*	*Middle 50% Range*	*Dollar Figures*	*Percent Figures*
Line No.	*Col. 1*	*Col. 2*	*Col. 3*	*Col. 4*	*Col. 5*	*Col. 6*	*Col. 7*	*Col. 8*
1. PROFIT MARGIN[a]		1.77%	(19.70%)-15.79%		14.95%	8.18%- 20.91%		____%
2. TOTAL TIME SALES	$ 1,406,200	100.0%	$ 1,093,500-$ 2,515,000	$ 1,787,900	100.0%	$ 1,282,900- $ 3,053,400	____	100.0%
From:								
3. Network Compensation	125,100	8.9%	92,200- 215,400	153,700	8.6%	95,400- 275,900	____	____
4. National & Regional Advertisers	465,500	33.1%	294,600- 1,097,900	743,800	41.6%	496,800- 1,400,400	____	____
5. Local Advertisers	815,600	58.0%	548,500- 1,060,200	890,400	49.8%	587,100- 1,161,700	____	____
6. TOTAL BROADCAST REVENUE[b]	$ 1,287,600		$ 1,013,700-$ 2,274,300	$ 1,613,000		$ 1,225,400- $ 2,706,500	____	
7. Non Broadcast Revenue	46,900		23,500- 84,900	48,000		19,800- 101,900	____	
8. Trade-outs & Barter	43,500		21,900- 68,400	40,400		29,400- 49,000	____	
9. TOTAL BROADCAST EXPENSE	$ 1,264,800	100.0%	$ 1,033,000-$ 2,153,500	$ 1,371,900	100.0%	$ 1,051,300- $ 2,220,100	____	100.0%
From:								
10. Technical	184,700	14.6%	138,100- 269,900	198,900	14.5%	132,800- 304,000	____	____
11. Program	354,100	28.0%	303,700- 621,400	447,200	32.6%	323,800- 659,900	____	____
12. Selling[c]	182,100	14.4%	154,300- 300,300	212,700	15.5%	154,700- 306,100	____	____
13. General & Administrative	543,900	43.0%	408,100- 881,300	513,100	37.4%	361,800- 881,300	____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 446,600	100.0%	$ 411,100-$ 673,900	$ 613,900	100.0%	$ 451,000- $ 789,300	____	100.0%
From:								
15. Technical	78,600	17.6%	63,100- 126,000	107,400	17.5%	66,900- 143,400	____	____
16. Program	176,400	39.5%	136,700- 291,200	241,300	39.3%	136,700- 317,900	____	____
17. Selling	113,400	25.4%	101,000- 173,400	148,600	24.2%	105,900- 203,900	____	____
18. General & Administrative	78,200	17.5%	77,600- 116,800	116,600	19.0%	82,500- 136,800	____	____
19. Cost of Outside News Service	$ 8,900		$ 6,900-$ 16,200	$ 10,500		$ 7,100- $ 17,900	____	
20. Music License Fees	$ 21,300		$ 17,300-$ 39,100	$ 24,700		$ 18,700- $ 50,300	____	
21. Depreciation & Amortization	$ 124,600		$ 90,200-$ 266,200	$ 100,500		$ 75,700- $ 185,400	____	
22. Interest	$ 37,300		$ 0-$ 128,500	$ 15,200		$ 0- $ 45,300	____	
23. Film & Tape Rental Expense	$ 99,300		$ 47.700-$ 144.300	$ 99,300		$ 51,200- $ 144,300	____	
24. PROFIT (Before Federal income tax)	$ 22,800		$ (190,200)-$ 300,700	$ 241,100		$ 117,000- $ 432,600	____	
25. FULLTIME EMPLOYMENT	36		29- 47	37		29- 50	____	

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 56 **UHF REVENUE AND EXPENSE YARDSTICKS** **REVENUE SIZE 1 ($7 million & over)**

REVENUE AND EXPENSE ITEMS	*ALL STATIONS (13)*			*PROFIT—ONLY STATIONS (10)*			*YOUR STATION*	
Line No.	*Typical Dollar Figures* *Col. 1*	*Typical Percent Figures* *Col. 2*	*Middle 50% Range* *Col. 3*	*Typical Dollar Figures* *Col. 4*	*Typical Percent Figures* *Col. 5*	*Middle 50% Range* *Col. 6*	*Dollar Figures* *Col. 7*	*Percent Figures* *Col. 8*
1. PROFIT MARGIN[a]		24.98%	(0.27%)-34.88%		27.57%	15.93%-38.26%		____%
2. TOTAL TIME SALES	$ 11,526,700	100.0%	$ 10,271,900-$ 16,568,200	$ 11,908,800	100.0%	$ 10,758,000- $19,553,000	____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 6,100	0	0.0%	0- 3,200	____	____
4. National & Regional Advertisers	6,973,700	60.5%	5,126,800- 11,439,300	7,371,500	61.9%	5,637,100- 12,725,800	____	____
5. Local Advertisers	4,553,000	39.5%	3,523,000- 6,827,200	4,537,300	38.1%	3,523,000- 6,827,200	____	____
6. TOTAL BROADCAST REVENUE[b]	$ 9,828,700		$ 8,837,600-$ 14,227,200	$ 9,987,800		$ 9,210,700- $16,028,700	____	
7. Non Broadcast Revenue	108,000		43,600- 379,800	95,800		28,500- 379,800	____	
8. Trade-outs & Barter	237,700		224,100- 318,100	231,300		217,000- 318,100	____	
9. TOTAL BROADCAST EXPENSE	$ 7,373,500	100.0%	$ 6,787,800-$ 9,682,400	$ 7,234,200	100.0%	$ 6,293,000- $ 9,606,800	____	100.0%
From:								
10. Technical	759,500	10.3%	543,600- 1,077,700	795,800	11.0%	543,600- 1,102,000	____	____
11. Program	3,495,000	47.4%	3,089,700- 5,538,800	3,414,500	47.2%	3,089,700- 4,996,600	____	____
12. Selling[c]	1,165,000	15.8%	1,193,300- 1,522,400	1,128,500	15.6%	1,166,100- 1,522,400	____	____
13. General & Administrative	1,954,000	26.5%	1,679,800- 2,604,200	1,895,400	26.2%	1,534,900- 2,470,700	____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 1,572,000	100.0%	$ 1,672,500-$ 2,327,700	$ 1,527,900	100.0%	$ 1,567,400- $ 2,327,700	____	100.0%
From:								
15. Technical	446,400	28.4%	322,400- 649,700	462,900	30.3%	322,400- 688,000	____	____
16. Program	471,600	30.0%	373,900- 801,000	394,200	25.8%	354,400- 775,300	____	____
17. Selling	427,600	27.2%	429,400- 570,500	388,100	25.4%	415,500- 570,500	____	____
18. General & Administrative	226,400	14.4%	247,900- 415,700	282,700	18.5%	227,200- 438,500	____	____
19. Cost of Outside News Service	$ 16,300		$ 8,900-$ 37,500	$ 16,600		$ 8,900- $ 52,200	____	
20. Music License Fees	$ 132,900		$ 91,100-$ 194,000	$ 150,900		$ 130,700- $ 234,000	____	
21. Depreciation & Amortization	$ 325,000		$ 242,100-$ 525,200	$ 269,800		$ 240,100- $ 478,500	____	
22. Interest	$ 468,400		$ 6,000-$ 738,700	$ 367,600		$ 0- $ 719,200	____	
23. Film & Tape Rental Expense	$ 3,142,900		$ 2,053,900-$ 4,179,800	$ 3,033,800		$ 2,053,900- $ 3,834,400	____	
24. PROFIT (Before Federal income tax)	$ 2,455,200		$ 47,700-$ 4,348,800	$ 2,753,600		$ 1,512,100- $ 5,615,600	____	
25. FULLTIME EMPLOYMENT	77		66- 87	79		66- 92	____	

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 59 UHF REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 2 ($4 million-$7 million)

	ALL STATIONS (15)			PROFIT—ONLY STATIONS (12)			YOUR STATION	
REVENUE AND EXPENSE ITEMS	*Typical Dollar Figures*	*Typical Percent Figures*	*Middle 50% Range*	*Typical Dollar Figures*	*Typical Percent Figures*	*Middle 50% Range*	*Dollar Figures*	*Percent Figures*
Line No.	*Col. 1*	*Col. 2*	*Col. 3*	*Col. 4*	*Col. 5*	*Col. 6*	*Col. 7*	*Col. 8*
1. PROFIT MARGIN[a]		10.87%	3.26%-21.81%		15.31%	9.16%- 24.08%		____%
2. TOTAL TIME SALES	$ 5,648,900	100.0%	$ 5,061,800-$ 6,668,200	$ 5,700,300	100.0%	$ 5,025,200- $ 6,485,300	________	100.0%
From:								
3. Network Compensation	316,300	5.6%	20,500- 417,100	393,300	6.9%	271,700- 459,000	________	____
4. National & Regional Advertisers	2,756,700	48.8%	2,036,900- 3,416,300	2,485,300	43.6%	2,031,800- 3,025,000	________	____
5. Local Advertisers	2,575,900	45.6%	2,232,600- 3,363,500	2,821,700	49.5%	2,620,800- 3,391,800	________	____
6. TOTAL BROADCAST REVENUE[b]	$ 5,006,500		$ 4,448,000-$ 5,913,400	$ 4,941,900		$ 4,403,700- $ 5,578,500	________	
7. Non Broadcast Revenue	102,700		64,800- 217,600	91,300		61,700- 138,500	________	
8. Trade-outs & Barter	142,700		79,900- 434,900	119,500		76,000- 208,300	________	
9. TOTAL BROADCAST EXPENSE	$ 4,462,300	100.0%	$ 3,744,600-$ 5,116,800	$ 4,185,300	100.0%	$ 3,541,700- $ 4,697,100	________	100.0%
From:								
10. Technical	517,600	11.6%	439,300- 583,400	498,000	11.9%	435,500- 577,600	________	____
11. Program	1,869,700	41.9%	1,391,100- 2,400,200	1,711,800	40.9%	1,313,500- 2,045,800	________	____
12. Selling[c]	722,900	16.2%	568,700- 864,100	682,200	16.3%	586,800- 844,700	________	____
13. General & Administrative	1,352,100	30.3%	1,100,500- 1,856,300	1,293,300	30.9%	1,034,700- 1,455,600	________	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 1,352,100	100.0%	$ 1,200,100-$ 1,606,900	$ 1,346,900	100.0%	$ 1,332,700- $ 1,756,000	________	100.0%
From:								
15. Technical	317,700	23.5%	218,900- 345,700	288,700	21.4%	220,900- 351,800	________	____
16. Program	546,300	40.4%	436,600- 788,200	542,200	40.2%	503,100- 811,100	________	____
17. Selling	302,900	22.4%	274,300- 431,500	350,700	26.0%	290,600- 433,200	________	____
18. General & Administrative	185,200	13.7%	150,700- 225,700	167,300	12.4%	150,600- 221,300	________	____
19. Cost of Outside News Service	$ 28,300		$ 16,100-$ 37,300	$ 29,300		$ 18,000- $ 36,400	________	
20. Music License Fees	$ 76,100		$ 61,400-$ 81,000	$ 78,300		$ 67,200- $ 85,100	________	
21. Depreciation & Amortization	$ 359,000		$ 227,100-$ 700,400	$ 341,000		$ 224,900- $ 398,300	________	
22. Interest	$ 64,900		$ 0-$ 201,400	$ 54,200		$ 7,300- $ 121,700	________	
23. Film & Tape Rental Expense	$ 712,300		$ 341,800-$ 1,443,000	$ 563,700		$ 323,900- $ 1,348,700	________	
24. PROFIT (Before Federal income tax)	$ 544,200		$ 205,500-$ 1,195,200	$ 756,600		$ 459,700- $ 1,225,500	________	
25. FULLTIME EMPLOYMENT	70		64- 76	69		64- 81	________	

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[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 60 UHF REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 3 ($3 million-$4 million)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (24)			PROFIT—ONLY STATIONS (18)			YOUR STATION	
Line No.	Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3	Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6	Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		14.66%	(3.21%)-22.47%		18.48%	9.50%- 26.29%		%
2. TOTAL TIME SALES	$ 3,912,700	100.0%	$ 3,709,000-$ 4,308,100	$ 3,974,700	100.0%	$ 3,650,700- $ 4,372,600		100.0%
From:								
3. Network Compensation	309,100	7.9%	74,600- 415,500	337,800	8.5%	201,600- 431,500		
4. National & Regional Advertisers	1,655,100	42.3%	1,409,100- 2,165,700	1,669,400	42.0%	1,429,300- 2,165,700		
5. Local Advertisers	1,948,500	49.8%	1,493,600- 2,343,500	1,967,500	49.5%	1,493,600- 2,253,500		
6. TOTAL BROADCAST REVENUE[b]	$ 3,450,200		$ 3,198,100-$ 3,804,300	$ 3,518,700		$ 3,212,900- $ 3,833,700		
7. Non Broadcast Revenue	92,400		69,900- 162,200	92,400		59,600- 180,300		
8. Trade-outs & Barter	105,300		51,700- 194,800	96,900		47,600- 133,600		
9. TOTAL BROADCAST EXPENSE	$ 2,944,400	100.0%	$ 2,742,500-$ 3,415,800	$ 2,868,400	100.0%	$ 2,588,200- $ 3,138,900		100.0%
From:								
10. Technical	335,700	11.4%	280,000- 454,300	341,300	11.9%	242,600- 440,100		
11. Program	1,036,400	35.2%	867,600- 1,205,900	1,006,800	35.1%	816,700- 1,170,700		
12. Selling[c]	468,200	15.9%	382,600- 537,700	467,600	16.3%	329,400- 508,100		
13. General & Administrative	1,104,100	37.5%	866,600- 1,579,200	1,052,700	36.7%	794,500- 1,319,400		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 1,040,000	100.0%	$ 822,700-$ 1,344,500	$ 1,054,700	100.0%	$ 822,700- $ 1,400,400		100.0%
From:								
15. Technical	183,000	17.6%	154,100- 255,800	180,300	17.1%	136,300- 250,400		
16. Program	437,900	42.1%	262,800- 615,400	460,900	43.7%	297,900- 615,400		
17. Selling	268,300	25.8%	211,200- 318,700	265,800	25.2%	201,700- 319,600		
18. General & Administrative	150,800	14.5%	120,800- 201,900	147,700	14.0%	125,500- 224,200		
19. Cost of Outside News Service	$ 18,100		$ 8,700-$ 26,000	$ 20,700		$ 10,400- $ 29,200		
20. Music License Fees	$ 54,200		$ 49,100-$ 57,800	$ 56,400		$ 50,100- $ 61,100		
21. Depreciation & Amortization	$ 257,800		$ 208,700-$ 433,000	$ 240,000		$ 181,700- $ 362,000		
22. Interest	$ 57,600		$ 14,100-$ 277,800	$ 26,400		$ 0- $ 101,800		
23. Film & Tape Rental Expense	$ 268,000		$ 184,800-$ 383,000	$ 228,400		$ 175,500- $ 347,000		
24. PROFIT (Before Federal income tax)	$ 505,800		$ (102,900)-$ 803,300	$ 650,300		$ 299,700- $ 994,400		
25. FULLTIME EMPLOYMENT	60		48- 70	60		51- 71		

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 61 **UHF REVENUE AND EXPENSE YARDSTICKS** **REVENUE SIZE 4 ($2 million-$3 million)**

REVENUE AND EXPENSE ITEMS	*ALL STATIONS (22)*			*PROFIT—ONLY STATIONS (13)*			*YOUR STATION*	
Line No.	*Typical Dollar Figures* *Col. 1*	*Typical Percent Figures* *Col. 2*	*Middle 50% Range* *Col. 3*	*Typical Dollar Figures* *Col. 4*	*Typical Percent Figures* *Col. 5*	*Middle 50% Range* *Col. 6*	*Dollar Figures* *Col. 7*	*Percent Figures* *Col. 8*
1. PROFIT MARGIN[a]		9.78%	(31.30%)-17.15%		14.95%	11.84%- 18.97%		____%
2. TOTAL TIME SALES	$ 2,845,000	100.0%	$ 2,358,300-$ 3,068,100	$ 2,925,100	100.0%	$ 2,250,900- $ 3,224,200	______	100.0%
From:								
3. Network Compensation	207,700	7.3%	0- 362,400	304,200	10.4%	132,300- 411,000	______	______
4. National & Regional Advertisers	1,285,900	45.2%	980,500- 1,473,600	1,219,800	41.7%	857,700- 1,467,000	______	______
5. Local Advertisers	1,351,400	47.5%	1,060,200- 1,557,500	1,401,100	47.9%	969,300- 1,636,700	______	______
6. TOTAL BROADCAST REVENUE[b]	$ 2,467,800		$ 2,279,100-$ 2,787,200	$ 2,693,200		$ 2,364,700- $ 2,830,400	______	
7. Non Broadcast Revenue	84,600		28,000- 127,200	95,300		23,500- 179,700	______	
8. Trade-outs & Barter	85,600		46,700- 191,300	59,900		35,200- 136,200	______	
9. TOTAL BROADCAST EXPENSE	$ 2,226,400	100.0%	$ 2,037,100-$ 3,271,700	$ 2,290,600	100.0%	$ 1,910,800- $ 2,419,800	______	100.0%
From:								
10. Technical	318,400	14.3%	255,300- 425,800	359,600	15.7%	268,000- 417,700	______	______
11. Program	719,100	32.3%	621,400- 1,226,300	698,600	30.5%	557,500- 837,800	______	______
12. Selling[c]	318,400	14.3%	284,200- 537,800	318,400	13.9%	224,900- 349,900	______	______
13. General & Administrative	870,500	39.1%	790,400- 1,341,900	914,000	39.9%	722,200- 1,042,000	______	______
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 674,600	100.0%	$ 621,300-$ 932,100	$ 804,200	100.0%	$ 677,200- $ 954,200	______	100.0%
From:								
15. Technical	143,700	21.3%	113,400- 222,000	162,500	20.2%	134,000- 232,900	______	______
16. Program	253,000	37.5%	179,400- 373,300	330,500	41.1%	179,400- 424,500	______	______
17. Selling	174,700	25.9%	163,700- 230,500	189,000	23.5%	138,800- 226,700	______	______
18. General & Administrative	103,200	15.3%	93,700- 156,400	122,200	15.2%	101,100- 162,600	______	______
19. Cost of Outside News Service	$ 12,900		$ 6,800-$ 22,000	$ 16,000		$ 8,600- $ 19,300	______	
20. Music License Fees	$ 39,600		$ 24,500-$ 52,600	$ 45,100		$ 30,500- $ 52,600	______	
21. Depreciation & Amortization	$ 248,700		$ 149,900-$ 407,800	$ 163,100		$ 117,400- $ 229,400	______	
22. Interest	$ 89,400		$ 0-$ 192,400	$ 72,900		$ 0- $ 120,200	______	
23. Film & Tape Rental Expense	$ 187,800		$ 122,300-$ 672,300	$ 137,500		$ 70,900- $ 169,100	______	
24. PROFIT (Before Federal income tax)	$ 241,400		$ (763,800)-$ 432,600	$ 402,600		$ 287,200- $ 501,000	______	
25. FULLTIME EMPLOYMENT	49		41- 58	49		43- 61	______	

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[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 62 **UHF REVENUE AND EXPENSE YARDSTICKS** **REVENUE SIZE 5 ($1 million-$2 million)**

REVENUE AND EXPENSE ITEMS	*ALL STATIONS (26)*			*PROFIT—ONLY STATIONS (13)*			*YOUR STATION*	
Line No.	*Typical Dollar Figures Col. 1*	*Typical Percent Figures Col. 2*	*Middle 50% Range Col. 3*	*Typical Dollar Figures Col. 4*	*Typical Percent Figures Col. 5*	*Middle 50% Range Col. 6*	*Dollar Figures Col. 7*	*Percent Figures Col. 8*
1. PROFIT MARGIN[a]		(1.44%)	(37.80%)-12.50%		12.07%	5.34%- 20.23%		___%
2. TOTAL TIME SALES	$ 1,421,900	100.0%	$ 1,233,300-$ 1,791,500	$ 1,386,000	100.0%	$ 1,248,900- $ 1,595,500	______	100.0%
From:								
3. Network Compensation	105,200	7.4%	44,900- 157,700	127,500	9.2%	53,300- 167,700	______	___
4. National & Regional Advertisers	473,500	33.3%	331,400- 721,800	519,800	37.5%	387,000- 672,300	______	___
5. Local Advertisers	843,200	59.3%	587,100- 1,144,800	738,700	53.3%	520,800- 1,022,200	______	___
6. TOTAL BROADCAST REVENUE[b]	$ 1,325,500		$ 1,149,700-$ 1,780,400	$ 1,302,800		$ 1,225,400- $ 1,741,700	______	
7. Non Broadcast Revenue	49,100		25,700- 85,700	48,000		23,100- 78,000	______	
8. Trade-outs & Barter	49,000		29,900- 120,100	40,400		29,900- 55,700	______	
9. TOTAL BROADCAST EXPENSE	$ 1,344,600	100.0%	$ 1,103,400-$ 1,922,900	$ 1,145,600	100.0%	$ 1,051,300- $ 1,576,900	______	100.0%
From:								
10. Technical	184,200	13.7%	130,300- 252,700	143,200	12.5%	116,900- 219,300	______	___
11. Program	387,300	28.8%	347,100- 513,700	381,500	33.3%	287,900- 457,500	______	___
12. Selling[c]	190,900	14.2%	171,200- 292,500	186,700	16.3%	133,600- 223,300	______	___
13. General & Administrative	582,200	43.3%	430,400- 980,200	434,200	37.9%	361,800- 669,900	______	___
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 456,600	100.0%	$ 439,000-$ 583,100	$ 497,300	100.0%	$ 444,200- $ 553,500	______	100.0%
From:								
15. Technical	81,700	17.9%	52,800- 114,300	71,600	14.4%	47,800- 107,700	______	___
16. Program	171,200	37.5%	135,600- 246,100	203,400	40.9%	135,600- 226,200	______	___
17. Selling	120,100	26.3%	99,100- 156,500	129,800	26.1%	94,500- 143,400	______	___
18. General & Administrative	83,600	18.3%	77,600- 116,800	92,500	18.6%	84,600- 116,800	______	___
19. Cost of Outside News Service	$ 8,900		$ 5,700-$ 12,200	$ 8,900		$ 5,600- $ 13,900	______	
20. Music License Fees	$ 20,100		$ 17,400-$ 25,000	$ 18,900		$ 15,400- $ 23,900	______	
21. Depreciation & Amortization	$ 175,600		$ 90,200-$ 291,500	$ 95,100		$ 66,900- $ 138,300	______	
22. Interest	$ 68,500		$ 6,200-$ 209,800	$ 21,600		$ 0- $ 42,900	______	
23. Film & Tape Rental Expense	$ 99,300		$ 51,600-$ 147,500	$ 73,100		$ 35,000- $ 100,900	______	
24. PROFIT (Before Federal income tax)	$ (19,100)		$ (524,600)-$ 160,700	$ 157,200		$ 73,600- $ 273,100	______	
25. FULLTIME EMPLOYMENT	36		26- 39	35		22- 36	______	

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[a] Derived from each station's gross profit divided by total revenue.
[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.
[c] Includes all promotion; excludes agency and rep. commissions.
[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 63 UHF REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 6 (Under $1 million)

REVENUE AND EXPENSE ITEMS	*ALL STATIONS (13)*			*PROFIT—ONLY STATIONS (4)*			*YOUR STATION*	
Line No.	*Typical Dollar Figures* *Col. 1*	*Typical Percent Figures* *Col. 2*	*Middle 50% Range* *Col. 3*	*Typical Dollar Figures* *Col. 4*	*Typical Percent Figures* *Col. 5*	*Middle 50% Range* *Col. 6*	*Dollar Figures* *Col. 7*	*Percent Figures* *Col. 8*
1. PROFIT MARGIN[a]		(12.49%)	(86.37%)-2.74%					___%
2. TOTAL TIME SALES	$ 793,100	100.0%	$ 639,800-$ 909,700	SAMPLE INSUFFICIENT TO BE MEANINGFUL				100.0%
From:								
3. Network Compensation	66,600	8.4%	0- 159,600					
4. National & Regional Advertisers	266,500	33.6%	117,800- 363,300					
5. Local Advertisers	460,000	58.0%	169,800- 510,200					
6. TOTAL BROADCAST REVENUE[b]	$ 770,800		$ 649,800-$ 844,400					
7. Non Broadcast Revenue	25,600		19,300- 57,500					
8. Trade-outs & Barter	24,900		20,200- 39,400					
9. TOTAL BROADCAST EXPENSE	$ 867,100	100.0%	$ 722,000-$ 1,014,600					100.0%
From:								
10. Technical	180,300	20.8%	110,900- 215,000					
11. Program	234,100	27.0%	117,800- 321,100					
12. Selling[c]	127,500	14.7%	63,100- 153,000					
13. General & Administrative	325,200	37.5%	286,800- 505,100					
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 368,400	100.0%	$ 265,600-$ 398,600					100.0%
From:								
15. Technical	96,100	26.1%	56,000- 103,900					
16. Program	109,800	29.8%	64,000- 147,300					
17. Selling	91,000	24.7%	39,200- 101,100					
18. General & Administrative	71,500	19.4%	48,400- 87,000					
19. Cost of Outside News Service	$ 6,900		$ 1,900-$ 7,500					
20. Music License Fees	$ 12,000		$ 2,100-$ 15,900					
21. Depreciation & Amortization	$ 82,100		$ 58,200-$ 160,000					
22. Interest	$ 52,900		$ 10,100-$ 103,300					
23. Film & Tape Rental Expense	$ 29,900		$ 4,200-$ 109,000					
24. PROFIT (Before Federal income tax)	$ (96,300)		$ (442,200)-$ 23,300					
25. FULLTIME EMPLOYMENT	29		21- 32					

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[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 64

UHF INDEPENDENT STATIONS, NATIONWIDE

REVENUE AND EXPENSE ITEMS	ALL STATIONS (46)			PROFIT—ONLY STATIONS (23)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		(1.01%)	(36.01%)-19.54%		19.41%	8.23%- 27.64%		___%
2. TOTAL TIME SALES	$ 3,578,000	100.0%	$ 1,728,100-$ 9,631,700	$ 5,617,300	100.0%	$ 2,012,600- $11,526,700	______	100.0%
From:								
3. Network Compensation	0	0.0%	0- 6,100	0	0.0%	0- 2,600	______	___
4. National & Regional Advertisers	1,431,200	40.0%	438,100- 4,736,000	2,415,400	43.0%	291,300- 7,713,700	______	___
5. Local Advertisers	2,146,800	60.0%	1,016,200- 3,523,000	3,201,900	57.0%	1,376,900- 4,644,700	______	___
6. TOTAL BROADCAST REVENUE[b]	$ 3,198,100		$ 1,970,000-$ 8,348,400	$ 4,970,600		$ 2,404,800- $ 9,828,700	______	
7. Non Broadcast Revenue	88,100		51,800- 347,200	83,700		49,700- 431,200	______	
8. Trade-outs & Barter	218,000		111,200- 282,900	208,800		68,700- 274,500	______	
9. TOTAL BROADCAST EXPENSE	$ 3,230,400	100.0%	$ 1,941,000-$ 6,787,800	$ 4,005,800	100.0%	$ 1,943,800- $ 8,865,500	______	100.0%
From:								
10. Technical	397,300	12.3%	245,500- 668,400	488,700	12.2%	282,200- 920,600	______	___
11. Program	1,101,600	34.1%	638,600- 3,229,200	1,406,100	35.1%	725,100- 4,140,700	______	___
12. Selling[c]	533,000	16.5%	166,200- 1,125,500	845,200	21.1%	179,400- 1,370,500	______	___
13. General & Administrative	1,198,500	37.1%	812,800- 1,988,900	1,265,800	31.6%	878,500- 2,277,100	______	___
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 738,100	100.0%	$ 534,900-$ 1,521,000	$ 1,216,600	100.0%	$ 674,400- $ 1,855,100	______	100.0%
From:								
15. Technical	183,100	24.8%	107,200- 381,900	301,700	24.8%	172,200- 605,200	______	___
16. Program	208,900	28.3%	133,200- 427,400	306,600	25.2%	185,400- 481,300	______	___
17. Selling	200,000	27.1%	113,200- 429,100	394,200	32.4%	127,200- 513,100	______	___
18. General & Administrative	146,100	19.8%	108,300- 256,000	214,100	17.6%	136,200- 366,500	______	___
19. Cost of Outside News Service	$ 8,700		$ 3,000-$ 19,200	$ 9,000		$ 7,200- $ 27,100	______	
20. Music License Fees	$ 37,100		$ 12,800-$ 91,100	$ 59,300		$ 13,900- $ 136,900	______	
21. Depreciation & Amortization	$ 269,800		$ 188,200-$ 508,600	$ 240,500		$ 153,500- $ 325,000	______	
22. Interest	$ 120,400		$ 16,800-$ 436,600	$ 115,000		$ 31,200- $ 404,800	______	
23. Film & Tape Rental Expense	$ 869,700		$ 109,000-$ 2,118,600	$ 1,414,600		$ 37,200- $ 3,033,800	______	
24. PROFIT (Before Federal income tax)	$ (32,300)		$ (864,900)-$ 890,700	$ 964,800		$ 241,900- $ 2,537,300	______	
25. FULLTIME EMPLOYMENT	50		37- 70	63		42- 77	______	

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 65 UHF INDEPENDENT REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 1 (ADI 1-10)

	ALL STATIONS (17)			*PROFIT—ONLY STATIONS (11)*			*YOUR STATION*	
REVENUE AND EXPENSE ITEMS *Line No.*	*Typical Dollar Figures* *Col. 1*	*Typical Percent Figures* *Col. 2*	*Middle 50% Range* *Col. 3*	*Typical Dollar Figures* *Col. 4*	*Typical Percent Figures* *Col. 5*	*Middle 50% Range* *Col. 6*	*Dollar Figures* *Col. 7*	*Percent Figures* *Col. 8*
1. PROFIT MARGIN[a]		7.58%	(26.35%)-34.88%		24.29%	7.58%- 40.43%		____%
2. TOTAL TIME SALES	$ 9,851,500	100.0%	$ 2,303,500-$ 15,222,400	$ 11,526,700	100.0%	$ 2,012,600- $17,190,500	____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 0	0	0.0%	0- 0	____	____
4. National & Regional Advertisers	4,856,800	49.3%	435,800- 9,489,900	7,699,800	66.8%	254,300- 11,887,200	____	____
5. Local Advertisers	4,994,700	50.7%	1,859,300- 5,244,900	3,826,900	33.2%	1,758,300- 5,303,300	____	____
6. TOTAL BROADCAST REVENUE[b]	$ 8,496,600		$ 3,059,500-$ 12,868,700	$ 9,828,700		$ 2,939,900- $14,027,600	____	
7. Non Broadcast Revenue	108,000		40,100- 359,700	56,700		26,700- 392,400	____	
8. Trade-outs & Barter	244,100		206,200- 322,100	221,100		41,500- 280,600	____	
9. TOTAL BROADCAST EXPENSE	$ 7,852,600	100.0%	$ 3,517,600-$ 9,453,500	$ 7,441,300	100.0%	$ 2,007,900- $ 9,377,800	____	100.0%
From:								
10. Technical	887,300	11.3%	483,700- 1,038,200	796,200	10.7%	461,000- 1,094,900	____	____
11. Program	3,243,100	41.3%	852,900- 4,993,800	3,594,200	48.3%	725,700- 4,451,600	____	____
12. Selling[c]	1,248,600	15.9%	418,900- 1,403,600	1,071,500	14.4%	72,200- 1,410,000	____	____
13. General & Administrative	2,473,600	31.5%	1,390,000- 2,510,900	1,979,400	26.6%	975,000- 2,449,700	____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 1,854,800	100.0%	$ 918,000-$ 2,114,400	$ 1,545,600	100.0%	$ 865,800- $ 2,313,000	____	100.0%
From:								
15. Technical	589,800	31.8%	205,700- 625,000	527,100	34.1%	172,200- 671,100	____	____
16. Program	480,400	25.9%	270,800- 521,300	343,100	22.2%	279,000- 576,600	____	____
17. Selling	463,700	25.0%	202,900- 537,000	355,500	23.0%	51,500- 551,400	____	____
18. General & Administrative	320,900	17.3%	127,000- 393,700	319,900	20.7%	132,900- 427,400	____	____
19. Cost of Outside News Service	$ 9,000		$ 6,000-$ 22,400	$ 9,000		$ 7,400- $ 27,100	____	
20. Music License Fees	$ 68,300		$ 15,000-$ 148,900	$ 128,600		$ 14,000- $ 222,900	____	
21. Depreciation & Amortization	$ 257,400		$ 208,000-$ 650,300	$ 238,100		$ 153,500- $ 257,400	____	
22. Interest	$ 266,800		$ 73,000-$ 719,200	$ 404,800		$ 70,400- $ 706,000	____	
23. Film & Tape Rental Expense	$ 2,240,000		$ 70,500-$ 3,591,200	$ 2,924,700		$ 33,000- $ 3,245,800	____	
24. PROFIT (Before Federal income tax)	$ 644,000		$ (1,447,300)-$ 3,409,200	$ 2,387,400		$ 241,900- $ 4,723,400	____	
25. FULLTIME EMPLOYMENT	69		51- 77	70		42- 85	____	

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 66 UHF INDEPENDENT REVENUE AND EXPENSE YARDSTICKS MARKET SIZE 2 (ADI 11-50)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS (23)			PROFIT—ONLY STATIONS (11)			YOUR STATION	
	Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3	Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6	Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		(6.69%)	(35.72%)-16.53%		16.53%	10.52%- 26.36%		___%
2. TOTAL TIME SALES	$ 2,949,400	100.0%	$ 2,092,300-$ 5,617,300	$ 4,988,600	100.0%	$ 1,443,600- $ 9,411,900	______	100.0%
From:								
3. Network Compensation	0	0.0%	0- 2,600	0	0.0%	0- 4,200	______	___
4. National & Regional Advertisers	1,613,300	54.7%	728,000- 2,855,700	2,289,800	45.9%	584,800- 4,841,200	______	___
5. Local Advertisers	1,336,100	45.3%	1,107,100- 2,760,600	2,698,800	54.1%	1,152,300- 4,039,300	______	___
6. TOTAL BROADCAST REVENUE[b]	$ 2,507,000		$ 1,953,500-$ 4,970,600	$ 4,534,100		$ 1,986,600- $ 8,200,100	______	
7. Non Broadcast Revenue	86,000		62,000- 367,200	309,900		52,600- 431,200	______	
8. Trade-outs & Barter	202,200		111,200- 252,400	202,200		48,000- 351,600	______	
9. TOTAL BROADCAST EXPENSE	$ 2,674,700	100.0%	$ 2,829,600-$ 4,676,500	$ 3,784,600	100.0%	$ 1,943,800- $ 5,944,800	______	100.0%
From:								
10. Technical	294,200	11.0%	246,400- 490,100	514,700	13.6%	249,800- 597,100	______	___
11. Program	995,000	37.2%	763,100- 2,379,900	1,298,100	34.3%	725,100- 2,705,200	______	___
12. Selling[c]	470,700	17.6%	301,000- 873,100	775,900	20.5%	179,400- 1,105,200	______	___
13. General & Administrative	914,800	34.2%	878,500- 1,498,000	1,195,900	31.6%	878,500- 1,492,300	______	___
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 569,700	100.0%	$ 550,200-$ 1,347,700	$ 1,294,000	100.0%	$ 671,900- $ 1,471,800	______	100.0%
From:								
15. Technical	126,500	22.2%	124,600- 296,600	340,300	26.3%	150,900- 348,200	______	___
16. Program	157,200	27.6%	112,400- 296,300	311,900	24.1%	170,200- 481,300	______	___
17. Selling	169,800	29.8%	153,800- 292,300	386,900	29.9%	127,200- 513,100	______	___
18. General & Administrative	116,200	20.4%	111,500- 225,700	254,900	19.7%	136,200- 254,400	______	___
19. Cost of Outside News Service	$ 8,400		$ 2,300-$ 10,800	$ 8,900		$ 6,600- $ 27,900	______	
20. Music License Fees	$ 35,500		$ 14,000-$ 60,400	$ 50,700		$ 13,900- $ 132,900	______	
21. Depreciation & Amortization	$ 324,600		$ 226,100-$ 418,400	$ 324,600		$ 196,300- $ 418,400	______	
22. Interest	$ 103,300		$ 5,400-$ 213,600	$ 75,300		$ 0- $ 155,500	______	
23. Film & Tape Rental Expense	$ 869,700		$ 343,400-$ 1,443,000	$ 1,123,300		$ 20,700- $ 2,053,900	______	
24. PROFIT (Before Federal income tax)	$ (167,700)		$ (876,200)-$ 754,800	$ 749,500		$ 137,400- $ 2,255,300	______	
25. FULLTIME EMPLOYMENT	45		39- 61	59		40- 64	______	

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[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 67 UHF INDEPENDENT REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 1 ($8 million-$18 million)

REVENUE AND EXPENSE ITEMS	*ALL STATIONS (12)*			*PROFIT—ONLY STATIONS (10)*			*YOUR STATION*	
Line No.	*Typical Dollar Figures Col. 1*	*Typical Percent Figures Col. 2*	*Middle 50% Range Col. 3*	*Typical Dollar Figures Col. 4*	*Typical Percent Figures Col. 5*	*Middle 50% Range Col. 6*	*Dollar Figures Col. 7*	*Percent Figures Col. 8*
1. PROFIT MARGIN[a]		26.24%	6.72%-34.88%		27.57%	15.93%- 38.26%		____%
2. TOTAL TIME SALES	$ 11,908,800	100.0%	$ 10,758,000-$ 16,568,200	$ 11,908,800	100.0%	$ 10,758,000- $19,553,000	______	100.0%
From:								
3. Network Compensation	0	0.0%	0- 3,200	0	0.0%	0- 3,200	______	______
4. National & Regional Advertisers	7,204,800	60.5%	5,802,900- 11,439,300	7,371,500	61.9%	5,637,100- 12,725,800	______	______
5. Local Advertisers	4,704,000	39.5%	3,988,800- 6,827,200	4,537,300	38.1%	3,523,000- 6,827,200	______	______
6. TOTAL BROADCAST REVENUE[b]	$ 9,987,800		$ 9,210,700-$ 14,227,200	$ 9,987,800		$ 9,210,700- $16,028,700	______	
7. Non Broadcast Revenue	209,000		43,600- 379,800	95,800		28,500- 379,800	______	
8. Trade-outs & Barter	231,300		221,100- 355,600	231,300		217,000- 318,100	______	
9. TOTAL BROADCAST EXPENSE	$ 7,367,000	100.0%	$ 6,787,800-$ 9,682,400	$ 7,234,200	100.0%	$ 6,293,000- $ 9,606,800	______	100.0%
From:								
10. Technical	758,800	10.3%	543,600- 1,077,700	795,800	11.0%	543,600- 1,102,000	______	______
11. Program	3,514,100	47.7%	3,487,900- 5,538,800	3,414,500	47.2%	3,089,700- 4,996,600	______	______
12. Selling[c]	1,164,000	15.8%	1,211,200- 1,522,400	1,128,500	15.6%	1,166,100- 1,522,400	______	______
13. General & Administrative	1,930,100	26.2%	1,679,800- 2,470,700	1,895,400	26.2%	1,534,900- 2,470,700	______	______
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 1,518,300	100.0%	$ 1,672,500-$ 2,310,100	$ 1,527,900	100.0%	$ 1,567,400- $ 2,327,700	______	100.0%
From:								
15. Technical	446,400	29.4%	322,400- 649,700	462,900	30.3%	322,400- 688,000	______	______
16. Program	405,400	26.7%	373,900- 775,300	394,200	25.8%	354,400- 775,300	______	______
17. Selling	417,500	27.5%	429,400- 570,500	388,100	25.4%	415,500- 570,500	______	______
18. General & Administrative	249,000	16.4%	247,900- 415,700	282,700	18.5%	227,200- 438,500	______	______
19. Cost of Outside News Service	$ 12,700		$ 8,900-$ 27,500	$ 16,600		$ 8,900- $ 52,200	______	
20. Music License Fees	$ 134,900		$ 110,100-$ 194,000	$ 150,900		$ 130,700- $ 234,000	______	
21. Depreciation & Amortization	$ 303,600		$ 242,100-$ 508,600	$ 269,800		$ 240,100- $ 478,500	______	
22. Interest	$ 367,600		$ 6,000-$ 719,200	$ 367,600		$ 0- $ 719,200	______	
23. Film & Tape Rental Expense	$ 3,183,400		$ 2,118,600-$ 4,179,800	$ 3,033,800		$ 2,053,900- $ 3,834,400	______	
24. PROFIT (Before Federal income tax)	$ 2,620,800		$ 661,600-$ 4,348,800	$ 2,753,600		$ 1,512,100- $ 5,615,600	______	
25. FULLTIME EMPLOYMENT	76		66- 86	79		66- 92	______	

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 68 UHF INDEPENDENT REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 2 ($3 million-$8 million)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (13)			PROFIT—ONLY STATIONS (6)			YOUR STATION	
Line No.	Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3	Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6	Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		(2.20%)	(24.58%)-18.10%		18.10%			____%
2. TOTAL TIME SALES	$ 4,337,200	100.0%	$ 3,714,800-$ 5,634,200	$ 4,662,900	100.0%		____	100.0%
From:								
3. Network Compensation	0	0.0%	0- 131,800	0	0.0%		____	____
4. National & Regional Advertisers	2,303,100	53.1%	498,800- 3,483,200	2,224,200	47.7%		____	____
5. Local Advertisers	2,034,100	46.9%	1,883,200- 2,724,000	2,438,700	52.3%		____	____
6. TOTAL BROADCAST REVENUE[b]	$ 3,837,600		$ 3,243,300-$ 5,067,700	$ 4,185,900			____	
7. Non Broadcast Revenue	101,200		74,300- 364,300	76,500			____	
8. Trade-outs & Barter	268,300		155,500- 480,100	165,600			____	
9. TOTAL BROADCAST EXPENSE	$ 3,922,000	100.0%	$ 3,210,800-$ 5,729,100	$ 3,428,300	100.0%		____	100.0%
From:								
10. Technical	505,900	12.9%	312,500- 668,400	521,100	15.2%	SAMPLE INSUFFICIENT TO BE MEANINGFUL	____	____
11. Program	1,192,300	30.4%	852,900- 2,147,900	1,110,800	32.4%		____	____
12. Selling[c]	631,500	16.1%	495,100- 915,100	709,600	20.7%		____	____
13. General & Administrative	1,592,300	40.6%	1,014,300- 2,147,900	1,086,800	31.7%		____	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 907,600	100.0%	$ 772,900-$ 1,349,300	$ 1,071,700	100.0%		____	100.0%
From:								
15. Technical	257,800	28.4%	163,200- 381,900	337,600	31.5%		____	____
16. Program	237,800	26.2%	187,600- 427,400	259,300	24.2%		____	____
17. Selling	251,400	27.7%	232,200- 352,700	289,400	27.0%		____	____
18. General & Administrative	160,600	17.7%	141,700- 218,400	185,400	17.3%		____	____
19. Cost of Outside News Service	$ 8,900		$ 6,900-$ 25,400	$ 8,700			____	
20. Music License Fees	$ 49,100		$ 32,100-$ 60,900	$ 43,100			____	
21. Depreciation & Amortization	$ 418,400		$ 231,700-$ 717,200	$ 231,700			____	
22. Interest	$ 149,100		$ 26,400-$ 605,000	$ 53,200			____	
23. Film & Tape Rental Expense	$ 885,400		$ 471,100-$ 1,443,000	$ 832,000			____	
24. PROFIT (Before Federal income tax)	$ (84,400)		$ (1,056,300)-$ 883,600	$ 757,600			____	
25. FULLTIME EMPLOYMENT	49		43- 67	49			____	

[a] Derived from each station's gross profit divided by total revenue.
[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.
[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 69 UHF INDEPENDENT REVENUE AND EXPENSE YARDSTICKS REVENUE SIZE 3 (Under $3 million)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (21)			PROFIT—ONLY STATIONS (7)			YOUR STATION	
Line No.	Typical Dollar Figures Col. 1	Typical Percent Figures Col. 2	Middle 50% Range Col. 3	Typical Dollar Figures Col. 4	Typical Percent Figures Col. 5	Middle 50% Range Col. 6	Dollar Figures Col. 7	Percent Figures Col. 8
1. PROFIT MARGIN[a]		(26.35%)	(86.37%)-5.19%		11.33%			____%
2. TOTAL TIME SALES	$ 1,443,600	100.0%	$ 771,900-$ 2,277,100	$ 957,600	100.0%		______	100.0%
From:								
3. Network Compensation	0	0.0%	0- 76,000	0	0.0%		______	____
4. National & Regional Advertisers	587,500	40.7%	201,000- 943,800	293,000	30.6%		______	____
5. Local Advertisers	856,100	59.3%	193,900- 1,298,000	664,600	69.4%		______	____
6. TOTAL BROADCAST REVENUE[b]	$ 1,953,500		$ 805,000-$ 2,351,500	$ 1,986,600			______	
7. Non Broadcast Revenue	74,200		23,600- 181,300	558,500			______	
8. Trade-outs & Barter	178,600		28,300- 226,700	41,500			______	
9. TOTAL BROADCAST EXPENSE	$ 2,468,200	100.0%	$ 856,500-$ 3,144,500	$ 1,761,500	100.0%		______	100.0%
From:								
10. Technical	345,500	14.0%	178,200- 420,300	340,000	19.3%	SAMPLE INSUFFICIENT TO BE MEANINGFUL	______	____
11. Program	762,700	30.9%	263,900- 1,213,700	438,600	24.9%		______	____
12. Selling[c]	209,800	8.5%	39,100- 490,200	28,200	1.6%		______	____
13. General & Administrative	1,150,200	46.6%	339,200- 1,166,800	954,700	54.2%		______	____
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 661,700	100.0%	$ 320,400-$ 681,400	$ 438,300	100.0%		______	100.0%
From:								
15. Technical	176,700	26.7%	93,500- 179,700	150,300	34.3%		______	____
16. Program	196,500	29.7%	64,000- 214,400	151,700	34.6%		______	____
17. Selling	140,300	21.2%	28,500- 185,800	17,500	4.0%		______	____
18. General & Administrative	148,200	22.4%	75,100- 179,600	118,800	27.1%		______	____
19. Cost of Outside News Service	$ 6,900		$ 0-$ 10,300	$ 4,600			______	
20. Music License Fees	$ 13,900		$ 4,600-$ 25,400	$ 9,500			______	
21. Depreciation & Amortization	$ 214,800		$ 125,900-$ 322,300	$ 158,300			______	
22. Interest	$ 103,300		$ 31,900-$ 183,900	$ 115,000			______	
23. Film & Tape Rental Expense	$ 172,800		$ 1,000-$ 857,200	$ 16,500			______	
24. PROFIT (Before Federal income tax)	$ (514,700)		$ (864,900)-$ 90,100	$ 225,100			______	
25. FULLTIME EMPLOYMENT	36		25- 50	34			______	

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 70

VHF INDEPENDENT STATIONS, NATIONWIDE

REVENUE AND EXPENSE ITEMS	ALL STATIONS (20)			PROFIT—ONLY STATIONS (17)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		28.86%	7.77%-40.02%		31.13%	20.34%- 41.70%		___%
2. TOTAL TIME SALES	$ 21,919,000	100.0%	$ 14,502,000-$ 38,807,600	$ 27,451,600	100.0%	$ 16,861,200- $40,393,100	______	100.0%
From:								
3. Network Compensation	0	0.0%	0- 7,500	0	0.0%	0- 4,500	______	___
4. National & Regional Advertisers	14,247,400	65.0%	8,233,900- 23,292,400	20,176,900	73.5%	9,888,100- 24,040,100	______	___
5. Local Advertisers	7,671,600	35.0%	4,727,200- 16,160,000	7,274,700	26.5%	5,387,600- 17,380,900	______	___
6. TOTAL BROADCAST REVENUE[b]	$ 17,929,800		$ 12,540,200-$ 32,684,500	$ 23,568,700		$ 14,610,400- $34,072,400	______	
7. Non Broadcast Revenue	428,700		148,100- 748,700	474,700		205,600- 778,800	______	
8. Trade-outs & Barter	342,800		209,500- 876,300	416,400		286,300- 913,500	______	
9. TOTAL BROADCAST EXPENSE	$ 12,755,300	100.0%	$ 7,683,400-$ 25,385,900	$ 16,231,800	100.0%	$ 7,958,700- $27,542,100	______	100.0%
From:								
10. Technical	841,900	6.6%	699,900- 2,423,400	1,623,200	10.0%	799,400- 2,561,300	______	___
11. Program	8,941,500	70.1%	3,911,300- 15,389,700	9,365,700	57.7%	3,990,400- 16,743,100	______	___
12. Selling[c]	956,600	7.5%	1,064,800- 2,853,400	1,899,100	11.7%	1,192,800- 2,894,700	______	___
13. General & Administrative	2,015,300	15.8%	1,833,100- 5,434,200	3,343,800	20.6%	1,898,100- 5,426,000	______	___
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 2,542,100	100.0%	$ 2,265,100-$ 5,832,000	$ 4,570,900	100.0%	$ 2,585,900- $ 5,958,700	______	100.0%
From:								
15. Technical	683,800	26.9%	432,400- 1,998,200	1,325,600	29.0%	548,000- 2,181,100	______	___
16. Program	1,047,300	41.2%	653,900- 2,213,400	2,015,800	44.1%	789,600- 2,250,800	______	___
17. Selling	516,100	20.3%	578,900- 1,022,900	777,000	17.0%	597,400- 1,083,800	______	___
18. General & Administrative	294,900	11.6%	275,100- 661,700	452,500	9.9%	292,300- 681,000	______	___
19. Cost of Outside News Service	$ 136,800		$ 41,100-$ 259,500	$ 190,600		$ 79,200- $ 262,200	______	
20. Music License Fees	$ 221,900		$ 166,300-$ 452,700	$ 233,600		$ 198,100- $ 468,900	______	
21. Depreciation & Amortization	$ 524,800		$ 326,300-$ 735,600	$ 542,300		$ 376,700- $ 732,900	______	
22. Interest	$ 22,200		$ 0-$ 234,600	$ 2,500		$ 0- $ 205,900	______	
23. Film & Tape Rental Expense	$ 2,858,100		$ 1,859,800-$ 9,033,700	$ 4,980,300		$ 2,279,300- $10,033,700	______	
24. PROFIT (Before Federal income tax)	$ 5,174,500		$ 1,627,600-$ 8,467,800	$ 7,336,900		$ 4,202,600- $ 9,105,800	______	
25. FULLTIME EMPLOYMENT	121		98- 194	151		100- 215	______	

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 7I

PRIMARY MARKET STATIONS (ADI 1-100)

REVENUE AND EXPENSE ITEMS	ALL STATIONS (273)			PROFIT—ONLY STATIONS (233)			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
Line No.	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. PROFIT MARGIN[a]		26.21%	11.65%-37.24%		29.98%	18.19%- 38.91%		___%
2. TOTAL TIME SALES	$ 8,250,900	100.0%	$ 4,918,300-$ 14,499,600	$ 8,975,200	100.0%	$ 5,458,300- $16,286,200	______	100.0%
From:								
3. Network Compensation	594,100	7.2%	238,800- 975,700	610,300	6.8%	385,500- 1,008,600	______	___
4. National & Regional Advertisers	3,861,400	46.8%	2,037,000- 7,999,800	4,245,300	47.3%	2,306,200- 8,661,700	______	___
5. Local Advertisers	3,795,400	46.0%	2,131,000- 6,279,300	4,119,600	45.9%	2,444,200- 6,451,900	______	___
6. TOTAL BROADCAST REVENUE[b]	$ 7,153,700		$ 4,272,700-$ 12,475,500	$ 7,604,400		$ 4,829,000- $14,027,600	______	
7. Non Broadcast Revenue	138,500		69,800- 294,000	147,500		76,800- 299,500	______	
8. Trade-outs & Barter	158,000		80,200- 291,100	146,300		76,800- 311,300	______	
9. TOTAL BROADCAST EXPENSE	$ 5,278,700	100.0%	$ 3,352,600-$ 8,886,100	$ 5,324,600	100.0%	$ 3,509,100- $ 9,161,100	______	100.0%
From:								
10. Technical	570,100	10.8%	374,800- 863,700	596,400	11.2%	392,400- 945,300	______	___
11. Program	2,159,000	40.9%	1,193,600- 3,890,500	2,172,400	40.8%	1,235,900- 4,056,400	______	___
12. Selling[c]	765,400	14.5%	483,500- 1,195,500	793,400	14.9%	494,900- 1,245,800	______	___
13. General & Administrative	1,784,200	33.8%	1,196,600- 2,788,700	1,762,400	33.1%	1,241,400- 2,747,600	______	___
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 1,979,000	100.0%	$ 1,244,900-$ 2,858,000	$ 2,044,100	100.0%	$ 1,342,300- $ 3,187,400	______	100.0%
From:								
15. Technical	381,900	19.3%	209,200- 631,800	408,800	20.0%	240,200- 702,100	______	___
16. Program	896,500	45.3%	474,800- 1,380,800	909,600	44.5%	573,700- 1,618,600	______	___
17. Selling	423,500	21.4%	266,100- 562,200	441,500	21.6%	303,200- 577,000	______	___
18. General & Administrative	277,100	14.0%	150,600- 380,400	284,200	13.9%	164,100- 418,000	______	___
19. Cost of Outside News Service	$ 45,300		$ 23,000-$ 76,200	$ 50,400		$ 27,900- $ 82,000	______	
20. Music License Fees	$ 113,300		$ 66,300-$ 209,600	$ 132,900		$ 79,200- $ 225,100	______	
21. Depreciation & Amortization	$ 398,000		$ 253,000-$ 626,700	$ 374,500		$ 250,100- $ 609,700	______	
22. Interest	$ 8,200		$ 0-$ 163,200	$ 900		$ 0- $ 79,900	______	
23. Film & Tape Rental Expense	$ 685,700		$ 305,200-$ 1,341,300	$ 685,700		$ 306,000- $ 1,353,400	______	
24. PROFIT (Before Federal income tax)	$ 1,875,000		$ 528,400-$ 4,478,000	$ 2,279,800		$ 926,300- $ 4,841,200	______	
25. FULLTIME EMPLOYMENT	92		67- 125	99		72- 136	______	

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 72 **SECONDARY MARKET STATIONS (ADI 101 & over)**

REVENUE AND EXPENSE ITEMS	*ALL STATIONS (153)*			*PROFIT—ONLY STATIONS (121)*			*YOUR STATION*	
Line No.	*Typical Dollar Figures Col. 1*	*Typical Percent Figures Col. 2*	*Middle 50% Range Col. 3*	*Typical Dollar Figures Col. 4*	*Typical Percent Figures Col. 5*	*Middle 50% Range Col. 6*	*Dollar Figures Col. 7*	*Percent Figures Col. 8*
1. PROFIT MARGIN[a]		15.79%	1.96%-26.72%		21.17%	12.70%- 29.27%		___%
2. TOTAL TIME SALES	$ 2,595,600	100.0%	$ 1,504,300-$ 3,659,300	$ 2,821,400	100.0%	$ 1,883,500- $ 4,022,100	______	100.0%
From:								
3. Network Compensation	316,700	12.2%	163,600- 479,800	378,100	13.4%	205,900- 537,200	______	______
4. National & Regional Advertisers	1,092,700	42.1%	577,600- 1,381,100	1,199,100	42.5%	726,100- 1,513,900	______	______
5. Local Advertisers	1,186,200	45.7%	741,200- 1,733,900	1,244,200	44.1%	785,800- 1,775,000	______	______
6. TOTAL BROADCAST REVENUE[b]	$ 2,404,800		$ 1,363,800-$ 3,248,600	$ 2,553,900		$ 1,756,100- $ 3,585,100	______	
7. Non Broadcast Revenue	55,900		33,300- 108,300	61,200		35,800- 114,800	______	
8. Trade-outs & Barter	43,300		24,400- 70,200	43,100		26,600- 68,900	______	
9. TOTAL BROADCAST EXPENSE	$ 2,025,100	100.0%	$ 1,324,500-$ 2,620,800	$ 2,013,200	100.0%	$ 1,376,900- $ 2,639,100	______	100.0%
From:								
10. Technical	234,900	11.6%	155,100- 285,600	229,500	11.4%	157,400- 291,600	______	______
11. Program	650,100	32.1%	378,400- 859,300	650,300	32.3%	394,600- 872,400	______	______
12. Selling[c]	281,500	13.9%	181,900- 373,400	279,800	13.9%	196,800- 378,700	______	______
13. General & Administrative	858,600	42.4%	494,800- 1,097,200	853,600	42.4%	509,900- 1,095,500	______	______
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 796,700	100.0%	$ 480,000-$ 965,700	$ 777,500	100.0%	$ 572,800- $ 993,500	______	100.0%
From:								
15. Technical	133,800	16.8%	80,400- 162,200	132,200	17.0%	88,100- 170,200	______	______
16. Program	347,400	43.6%	181,400- 425,600	335,900	43.2%	212,300- 438,200	______	______
17. Selling	188,000	23.6%	113,900- 232,000	178,800	23.0%	130,300- 244,700	______	______
18. General & Administrative	127,500	16.0%	81,600- 165,600	130,600	16.8%	88,900- 176,700	______	______
19. Cost of Outside News Service	$ 14,200		$ 7,800-$ 21,300	$ 16,000		$ 8,000- $ 23,900	______	
20. Music License Fees	$ 36,900		$ 20,600-$ 54,000	$ 39,600		$ 25,200- $ 56,500	______	
21. Depreciation & Amortization	$ 194,500		$ 103,500-$ 332,600	$ 177,100		$ 102,200- $ 300,600	______	
22. Interest	$ 21,700		$ 0-$ 117,700	$ 12,600		$ 0- $ 55,900	______	
23. Film & Tape Rental Expense	$ 106,500		$ 55,100-$ 179,400	$ 107,800		$ 55,100- $ 186,000	______	
24. PROFIT (Before Federal income tax)	$ 379,700		$ 33,000-$ 797,100	$ 540,700		$ 192,600- $ 940,900	______	
25. FULLTIME EMPLOYMENT	45		35- 61	49		37- 61	______	

[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 73

SATELLITE STATIONS, NATIONWIDE

REVENUE AND EXPENSE ITEMS	*ALL STATIONS (19)*			*PROFIT—ONLY STATIONS (10)*			*YOUR STATION*	
Line No.	*Typical Dollar Figures Col. 1*	*Typical Percent Figures Col. 2*	*Middle 50% Range Col. 3*	*Typical Dollar Figures Col. 4*	*Typical Percent Figures Col. 5*	*Middle 50% Range Col. 6*	*Dollar Figures Col. 7*	*Percent Figures Col. 8*
1. PROFIT MARGIN[a]		1.96%	(15.21%)-7.35%		6.98%	2.79%- 22.02%		%
2. TOTAL TIME SALES	$ 554,800	100.0%	$ 462,600-$ 1,023,400	$ 975,800	100.0%	$ 534,200- $ 1,081,800		100.0%
From:								
3. Network Compensation	52,700	9.5%	100- 121,500	136,600	14.0%	58,400- 184,300		
4. National & Regional Advertisers	233,600	42.1%	170,100- 564,100	438,100	44.9%	230,000- 581,500		
5. Local Advertisers	268,500	48.4%	254,000- 393,000	401,100	41.1%	314,400- 540,700		
6. TOTAL BROADCAST REVENUE[b]	$ 605,700		$ 451,600-$ 943,200	$ 918,600		$ 544,100- $ 1,041,300		
7. Non Broadcast Revenue	15,900		3,900- 76,000	47,300		8,700- 83,500		
8. Trade-outs & Barter	6,800		1,600- 13,600	13,000		4,200- 15,000		
9. TOTAL BROADCAST EXPENSE	$ 593,800	100.0%	$ 450,600-$ 905,200	$ 854,500	100.0%	$ 440,400- $ 969,700		100.0%
From:								
10. Technical	106,900	18.0%	88,800- 160,500	134,200	15.7%	87,300- 163,800		
11. Program	134,800	22.7%	68,800- 223,000	211,900	24.8%	98,800- 303,500		
12. Selling[c]	82,500	13.9%	75,700- 154,300	158,100	18.5%	61,000- 175,600		
13. General & Administrative	269,600	45.4%	170,800- 383,800	350,300	41.0%	153,800- 391,700		
SELECTED EXPENSE ITEMS								
14. Total Salaries[d]	$ 235,200	100.0%	$ 189,400-$ 375,500	$ 343,700	100.0%	$ 191,100- $ 410,600		100.0%
From:								
15. Technical	53,900	22.9%	50,200- 71,100	62,600	18.2%	50,900- 80,400		
16. Program	84,900	36.1%	28,300- 175,600	136,400	39.7%	55,500- 188,100		
17. Selling	62,100	26.4%	56,400- 102,800	104,500	30.4%	39,500- 126,700		
18. General & Administrative	34,300	14.6%	21,800- 74,900	40,200	11.7%	17,400- 77,800		
19. Cost of Outside News Service	$ 6,200		$ 2,400-$ 8,000	$ 6,400		$ 3,700- $ 8,600		
20. Music License Fees	$ 8,800		$ 4,100-$ 15,100	$ 13,000		$ 9,500- $ 23,700		
21. Depreciation & Amortization	$ 69,200		$ 34,200-$ 95,000	$ 85,600		$ 44,100- $ 98,100		
22. Interest	$ 3,700		$ 0-$ 54,700	$ 25,500		$ 0- $ 82,400		
23. Film & Tape Rental Expense	$ 6,100		$ 0-$ 28,600	$ 16,100		$ 2,400- $ 44,000		
24. PROFIT (Before Federal income tax)	$ 11,900		$ (126,600)-$ 65,300	$ 64,100		$ 22,200- $ 215,800		
25. FULLTIME EMPLOYMENT	13		9- 22	14		11- 25		

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[a] Derived from each station's gross profit divided by total revenue.

[b] Times sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives, and brokers.

[c] Includes all promotion; excludes agency and rep. commissions.

[d] Includes salaries, wages, bonuses, and commissions paid to officers and employees.

TABLE 74

1980 FULLTIME EMPLOYMENT YARDSTICKS

Station Groupings	*Market Size*	*ADI Range*	*Typical Fulltime Employment*	*Middle 50% Range*	*Total Payroll as Percent of Net Revenues*	*Total Payroll as Percent of Total Expenses*	*Productivity Quotient*[a]	*Efficiency Quotient*[b]	*Net Per Fulltime Employee*
ALL STATIONS	1	1-10	158	70-238	22.4%	30.2%	$149,800	$111,200	$38,600
	2	11-20	141	82-180	23.5	36.7	118,500	75,900	42,600
	3	21-30	112	94-146	24.2	34.9	109,300	75,900	33,400
	4	31-40	108	82-121	20.8	31.2	89,600	59,800	29,800
	5	41-50	94	55-122	31.9	37.1	77,600	66,800	10,800
	6	51-60	89	79-104	26.5	38.2	78,000	54,100	23,900
	7	61-75	82	68-98	29.4	40.0	61,000	44,900	16,100
	8	76-100	69	59-82	32.7	40.0	56,300	46,100	10,200
	9	101-125	59	45-73	28.5	36.3	54,800	43,100	11,700
	10	126-150	44	37-60	27.6	32.5	56,200	47,700	8,500
	11	151-175	41	30-50	31.4	40.1	54,200	42,400	11,800
	12	176&over	30	22-41	35.5	40.4	36,200	31,900	4,300
AFFILIATE STATIONS	1	1-10	238	179-347	24.0	36.2	141,500	93,700	47,800
	2	11-20	176	151-191	21.6	35.6	110,700	67,100	43,600
	3	21-30	129	102-153	24.2	35.9	97,700	65,800	31,900
	4	31-40	109	102-129	21.4	33.1	95,000	61,500	33,500
	5	41-50	102	72-126	29.9	38.0	79,600	62,500	17,100
	6	51-60	90	80-104	24.6	37.4	77,200	50,700	26,500
	7	61-75	83	74-98	29.3	40.5	61,500	44,500	17,000
	8	76-100	70	60-83	32.2	39.4	55,500	45,400	10,100
	9	101-125	61	46-73	27.9	35.5	54,000	42,400	11,600
	10	126-150	44	38-60	29.0	34.3	56,400	47,700	8,700
	11	151-175	41	30-50	31.4	40.1	54,200	42,400	11,800
	12	176&over	30	22-41	35.5	40.4	36,200	31,900	4,300
INDEPENDENT STATIONS	1	1-10	77	60-182	17.3	20.5	152,100	128,700	23,400
	2	11-25	77	55-99	17.9	24.1	119,600	88,900	30,700
	3	26-80	44	36-63	23.8	23.0	56,400	58,400	(2,000)
UHF STATIONS	1	1-10	69	51-77	21.8	23.6	123,100	113,800	9,300
	2	11-50	49	39-65	23.6	24.1	64,500	63,100	1,400
	3	51-100	65	56-72	31.3	37.4	57,800	48,400	9,400
	4	101&over	36	29-47	34.7	35.3	35,800	35,100	700
UHF INDEPENDENT STATIONS	1	1-10	69	51-77	21.8	23.6	123,100	113,800	9,300
	2	11-50	45	39-61	22.7	21.3	55,700	59,400	(3,700)
VHF INDEPENDENT STATIONS			121	98-194	14.2	19.9	148,200	105,400	42,800
PRIMARY MKT STATIONS		1-100	92	67-125	27.7	37.5	77,800	57,400	20,400
SECONDARY MKT STATIONS		101&over	45	35-61	33.1	39.3	53,400	45,000	8,400
SATELLITE STATIONS			13	9-22	38.8	39.6	46,600	45,700	900

[a] Net revenues per fulltime employee.

[b] Operating expenses per fulltime employee.

APPENDIX

1. Nature of Survey

The statistical data shown in this report was obtained from questionnaires sent to all commercial television stations licensed by the Federal Communications Commission. The requested financial data is the same as that filed with the Commission on Form 324 for the 1980 calendar year. The universe for the survey; that is, the total number of commercial stations in operation the full twelve months of 1980, was 746.

Usable financial returns were received from 445 stations representing 462 licensed television facilities. (Some responses contained both station and satellite data.) Statistically, the report is based on a 61.9% response (462 out of a possible 746). Among the deficiencies of the statistical data shown as financial yardsticks are (1) the lack of control over eligible participants and a different mix in each station grouping from year to year, and (2) lack of consistent placement of requested operating revenues and expenses due to misinterpretation of FCC reporting requirements.

2. Station Grouping, Market-Size and Revenue-Size Classification Scheme

The first section groups all responding station data by market- and revenue-size. Subsequent sections group participating stations by significant characteristics; namely, AFFILIATED, INDEPENDENT, UHF, UHF INDEPENDENT, VHF INDEPENDENT, PRIMARY, SECONDARY, AND SATELLITE stations. The last four groupings are limited to nationwide tables only. Other groupings are possible and can be added with increased station participation in the annual survey.

The financial refinement by market- and revenue-size categories is based on the hypothesis that these two factors are perhaps the most significant determinants, or at least the most revealing, of television revenue and cost structures. In each of the market- and revenue-size tables, there is an additional breakout of those stations reporting a profit during 1980. By eliminating those facilities which operated in the "red", the yardstick figures for these "profit-only" stations represent realistic goals toward which all "deficit" and marginally profitable stations can point.

The number of stations responding in each category of market- and revenue-size groupings is indicated following the ALL-STATIONS and PROFIT-ONLY STATIONS headings.

A. Market-Size Classification Scheme

The American Research Bureau's ranking of television markets by the number of TV households in the Area of Dominant Influence (ADI), as reported in Arbitron Television's 1980-1981 Television Markets and Rankings Guide, was used as the basis of measurement for all recognized television markets.

The parameters of market groupings used in this report are based primarily on an arbitrary but systematic grouping of stations sufficient to provide valid operating yardsticks.

B. Revenue-Size Classification Scheme

This scheme of station grouping is based solely on the total broadcast revenue figure (time sales plus non-broadcast revenue minus agency and rep commissions and other deductions) reported on each return.

Again, the parameters of revenue groupings used in this report are based primarily on an arbitrary but systematic grouping of stations sufficient to provide valid operating yardsticks.

3. Statistical Problems

A. Median

The "typical" figures in each table are medians or the middle figure ($\frac{n+1}{2}$) after ranking the stations in a particular category on a particular revenue or expense item. Thus, 50 percent of the stations have revenue figures which are above, or equal to, and 50 percent of the station revenue figures are below, or equal to, the "typical" revenue figures in the tables. Likewise, 50 percent of the stations have expense figures which are above, or equal to, and 50 percent of the station expense figures are below, or equal to, the "typical" expense figures in the tables. Medians rather than averages (means) were used due to the relatively small number of items involved in each grouping and because of the large diversity between the revenue or expense or profit margin figures within each of the groupings. As is common in many economic studies, means would tend to yield higher figures than medians due to the existence of relatively more extreme figures at the top than at the bottom of any ranking of a group.

The "typical dollar figures" on each table were adjusted so that all figures in those columns will add up to their respective totals in both dollar and percentage terms. These adjustments were made on the expense and profit figures rather than on the profit margin.

B. Middle 50 Percent

The middle 50 percent (or interquartile range) has been presented because it allows a broadcaster to evaluate his operating results more thoroughly than if just one typical figure were available as the yardstick. Since every station is in some way unique, it is to be expected that a station's operating figures will not coincide precisely with standards of measurement based on the typical comparable station. With a range showing where the figures of 50 percent of the comparable stations lie, station management can get a much better idea of its financial position relative to other comparable television facilities. Interquartile figures have not been adjusted to total 100 percent.

C. Profit Margin

The profit margin is essentially the operating ratio subtracted from 100%. It represents the gross profit realized on every dollar to total revenue.

Typical profit margin figures are medians which have been derived from individual station ratios rather than by dividing the typical gross profit for a particular category of stations by the typical total revenue for the grouping. More specifically, a profit margin figure was calculated for each station in a particular category. The profit margin figures were then ranked and the median figure selected. This direct station-by-station method of calculating the profit margin provides a realistic figure with which to compare your station.

D. Nationwide Figures

The nationwide figures were computed directly from the total sample array ranked by the computer. They have been adjusted so that the gross profit is the result of the simple subtraction of total expense from total revenue and the division of the profit by the total revenue yields the profit margin. These adjustments were made, however, on the expense and profit figures rather than on the profit margin. This is because we believe that both the total revenue and profit margin figures are somewhat more significant than the total expense and profit figures.

4. Fulltime Employment Statistics

Typical fulltime employment by market size is correlated with selected revenue and expense medians to show operating percentages and quotients between market ranges. The typical figure from the all-station array was selected as the number for all calculations in Table 74 on page 77.

ADI—RANKED TELEVISION MARKETS* IN THE MAJOR NAB MARKET SIZE GROUPS

Market Size 1 (ADI 1-10)

Boston (Manchester & Worcester) 6
Chicago 3
Cleveland (Akron & Canton) 9
Dallas-Ft. Worth 10
Detroit 7
Los Angeles 2
New York 1
Philadelphia (Allentown & Wildwood) 4
San Francisco 5
Washington, D.C. (Hagerstown) 8

Market Size 2 (ADI 11-20)

Atlanta 16
Baltimore 19
Denver 20
Houston 12
Miami (Ft. Lauderdale) 17
Minneapolis-St. Paul 13
Pittsburgh 11
Seattle-Tacoma (Bellingham) 15
St. Louis 14
Tampa-St. Petersburg (Sarasota) 18

Market Size 3 (ADI 21-30)

Buffalo 29
Cincinnati 27
Hartford-New Haven 26
Indianapolis 21
Kansas City 25
Milwaukee 28
Nashville 30
Portland, OR 24
Sacramento-Stockton (Modesto) 22
San Diego 23

Market Size 4 (ADI 31-40)

Charlotte (Hickory) 35
Columbus, OH 32
Grand Rapids-Kalamazoo-Battle Creek 38
Greenville-Spartanburg-Asheville (Anderson) 37
Memphis 34
New Orleans 36
Oklahoma City 39
Orlando-Daytona Beach 40
Phoenix 31
Providence-New Bedford 33

Market Size 5 (ADI 41-50)

Albany-Schenectady-Troy 49
Birmingham 44
Charleston-Huntington 43
Dayton 50
Harrisburg-York-Lancaster-Lebanon 46
Louisville 42
Norfolk-Portsmouth-Newport News-Hampton 47
Raleigh-Durham 41
Salt Lake City 45
Wilkes Barre-Scranton 48

Market Size 6 (ADI 51-60)

Flint-Saginaw-Bay City 52
Greensboro-Winston Salem-High Point 53
Knoxville 60
Little Rock 54
Richmond 59
San Antonio 51
Shreveport-Texarkana 58
Toledo 55
Tulsa 56
Wichita-Hutchinson 57

Market Size 7 (ADI 61-75)

Albuquerque 72
Davenport-Rock Island-Moline/Quad City 71
Des Moines 64
Fresno (Hanford & Tulare) 68
Green Bay 65
Jacksonville 66
Mobile-Pensacola 61
Omaha 69
Paducah-Cape Girardeau-Harrisburg 73
Portland-Poland Spring (Hanover) 74
Roanoke-Lynchburg 62
Rochester, NY 67
Spokane 70
Springfield-Decatur-Champaign 75
Syracuse 63

Market Size 8 (ADI 76-100)

Austin, TX 95
Baton Rouge 96
Bristol-Kingsport-Johnson City 83
Burlington-Plattsburgh 99
Cedar Rapids-Waterloo 79
Chattanooga 77
Columbia, SC 97
Evansville 89
Fargo 98
Ft. Wayne 94
Huntsville-Decatur-Florence 87
Jackson, MS 81
Johnstown-Altoona 78
Lansing 91
Lexington (Hazard) 85
Lincoln-Hastings-Kearney 84
Peoria 86
Sioux Falls-Mitchell 93
South Bend-Elkhart 80
Springfield, MA 88
Springfield, MO 82
Tucson 92
Waco-Temple 100
West Palm Beach (Ft. Pierce-Vero Beach) 76
Youngstown 90

Market Size 9 (ADI 101-125)

Amarillo 111
Augusta 110
Beaumont-Port Arthur 120
Binghamton 124
Charleston, SC 111
Colorado Springs-Pueblo 104
Columbus, GA 113
Duluth-Superior 106
El Paso 103
Eugene 125
Greenville-New Bern-Washington 101
Joplin-Pittsburg 107
Lafayette, LA 116
Las Vegas 122
Madison 102
Monroe-El Dorado 114
Montgomery 118
Rockford 105
Salinas-Monterey 119
Santa Barbara-Santa Maria-San Luis Obispo115
Savannah 122
Sioux City 121
Terre Haute 109
Wheeling-Steubenville 117
Wichita Falls-Lawton 108

Market Size 10 (ADI 126-150)

Bangor 148
Bluefield-Beckley-Oak Hill 144
Boise 143
Chico-Redding 141
Columbia-Jefferson City 129
Columbus-Tupelo 146
Corpus Christi 134
Erie 138
Ft. Myers-Naples 126
Ft. Smith 149
La Cross-Eau Claire 128
Lubbock 133
Macon 137
McAllen-Brownsville/LRGV 140
Minot-Bismarck-Dickinson 142
Odessa-Midland 150
Quincy-Hannibal 147
Reno 139
Rochester-Mason City-Austin 132
Tallahassee 136
Topeka 145
Traverse City-Cadillac 135
Wausau-Rhinelander 130
Wilmington 131
Yakima 127

Market Size 11 (ADI 151-175)

Abilene-Sweetwater 153
Albany, GA 152
Alexandria, LA 174
Alexandria, MN 160
Anchorage 172
Ardmore-Ada 170
Bakersfield 155
Billings 173
Clarksburg-Weston 163
Dothan 165
Elmira 158
Florence, SC 161
Great Falls 169
Idaho Falls-Pocatello 157
Jonesboro 171
Lake Charles 175
Laurel-Hattiesburg 166
Medford 154
Missoula-Butte 151
Panama City 167
Rapid City 162
Salisbury 168
Tyler 159
Utica 156
Watertown-Carthage 164

Market Size 12 (ADI 176 & over)

Alpena 213
Anniston 189
Bend 207
Biloxi-Gulfport-Pascagoula 185
Bowling Green 204
Casper-Riverton 186
Charlottesville 198
Cheyenne 177
Dubuque 203
El Centro-Yuma 181
Eureka 182
Farmington 206
Flagstaff 208
Gainesville 177
Grand Junction 187
Greenwood-Greenville 188
Harrisonburg 195
Helena 212
Jackson, TN 191
Lafayette, IN 192
Laredo 205
Lima 193
Mankato 194
Marquette 180
Meridian 176
Miles City-Glendive 214
North Platte 210
Ottumwa-Kirksville 202
Palm Springs 179
Parkersburg 197
Presque Isle 199
Roswell 183
St. Joseph 184
San Angelo 196
Selma 211
Tuscaloosa 190
Twin Falls 200
Victoria 209
Zanesville 200

*Ranked by number of TV Households in Area of Dominant Influence (ADI).